



free form

by OKANAGAN CRUSH PAD

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FREE FORM at Garnet Valley Ranch



SHAPED BY NATURE

At Okanagan Crush Pad Winery, a gradual awakening led to a shift in our winemaking philosophy. It started several years ago, by our team reflecting upon, then changing our vineyard practices to make a full commitment to organic farming.

This respectful caretaking of our lands would preserve them for future generations. This brought us to completely rethink the way we make our wines. Commercialization has seen wine production drift away from uniqueness through terroir, the very thing that each wine region strives to establish. If our goal was to create Okanagan wines that speak to “place”, we needed to turn away from conventional winemaking that brought predictable and controlled results, and embrace low-intervention practices.

Using organic grapes, native yeast, no additives, and free of manipulation, Free Form wines were born in 2017. Under the watchful eye of winemaker Matt Dumayne, these wines are a snapshot of place and time, of what our land yielded that particular year, with each wine an original, never to be replicated.

Today, Free Form wines are made exclusively from grapes grown at our 320-acre Garnet Valley Ranch.

The site contains 65 acres of vines, with 8 acres of field crops and a lavender farm. All farming is organic, and the site is certified. A diverted stream was restored, forming a small lake which is teeming with birds. Vineyard and farm blocks are fenced separately to leave wildlife corridors for visiting deer, coyotes and bears. Ten acres at adjoining Eneas Creek have been restored from hayfields to native habitat, protecting the integrity of the water course.

The inspiration for our Free Form label art was taken from the unique features of the Okanagan landscape which was formed by glacial activity during the retreat of the ice more than 9,000 years ago. The activity left a dramatic backdrop featuring large alluvial fans and deltas used for agriculture surrounding a chain of pristine lakes. Vancouver artist Scott Sueme captured nature at work, by creating abstract shapes that represent steep cliffs, low hills, oblong lakes, and cool rivers. Scott utilized pastel colours that mirror the sandy mountains, dusty blue sky, and warm greys of native plant life. Each wine in the portfolio has its own label art and each carries a small fingerprint pattern signifying our low impact farming efforts. In step with our farming and winemaking, bottles are lightweight, and labels are made from stone paper, saving trees and energy.

FREE FORM AT A GLANCE

LOCATION Garnet Valley Ranch Winery

FOUNDERS Christine Coletta & Steve Lornie

VINEYARDS

Garnet Valley Ranch (Summerland)

WINEMAKER Matt Dumayne

MARKETING AND COMMUNICATIONS

Christine Coletta
christine@okanagancrushpad.com

WINERY SALES CONTACT

Order Desk, 250-494-4445 ext 2

CURRENT RELEASES

Blanc de Noir 2018 - \$44.99
Blanc de Blanc 2019 - \$49.99
Free Form Pinot Gris 2020 - \$34.99
Free Form Riesling 2020 - \$34.99
Free Form Vin Gris 2019 - \$29.99
Free Form Cabernet Franc Rosé 2019 - \$28.99
Free Form Cabernet Franc 2019 - \$44.99
Free Form Cabernet Sauvignon 2019 - \$44.99





FREE FORM BLANC DE NOIR 2018

FARMER Duncan Billing

VINEYARD Garnet Valley Ranch

LOCATION Summerland, Okanagan, British Columbia

VINEYARD DETAILS

Aspect: South-West | **Soil:** Volcanic matter including sandy loam, granite and limestone rocks that vary from block to block

Status: Certified Organic | **Grapes Grown:** Pinot Noir, Chardonnay, Riesling, Gamay, Chenin Blanc, Pinot Meunier

WINEMAKER Matt Dumayne

WINEMAKING With time and vine maturity, GVR will become the benchmark for Okanagan sparkling. This wine was a thrill to make. Structured elegance with old world intensity. It's an exciting beginning. Pinot Noir, was whole bunch pressed to concrete tank for natural fermentation. There was 36 months en tirage before disgorging with zero dosage, which allows this site specific traditional method wine to showcase our high elevation Garnet Valley Ranch Vineyard.

WINE PROFILE Pale straw in colour, an exquisite mousse opens up to an explosion of ripe stone fruits open up like an oven door with freshly baked brioche. An exuberant mousse dances on the palate with a focused acidity and exquisite length making this an ideal bubble to pair with fresh oysters, caviar or just good friends.

LABEL Created using eco-friendly stone paper, saving trees and water completely.

Brix: 22 | **pH:** 3 | **TA:** 8 | **RS:** 0.7 | **Alc:** 12.0%



FREE FORM BLANC DE BLANC 2019



FARMER Duncan Billing

VINEYARD Garnet Valley Ranch

LOCATION Summerland, Okanagan, British Columbia

VINEYARD DETAILS

Aspect: South-West | **Soil:** Volcanic matter including sandy loam, granite and limestone rocks that vary from block to block |

Status: Certified Organic | **Grapes Grown:** Pinot Noir, Chardonnay, Riesling, Gamay, Chenin Blanc, and Pinot Meunier

WINEMAKER Matt Dumayne

WINEMAKING Winemaking was hand harvested 7th of October 2019, WB pressed, free run to egg for ferment and then tirage bottled 22nd of January 2020.

WINE PROFILE 100% chardonnay grapes were fermented and aged in the traditional method in a concrete egg. Disgorged after 42 months with zero dosage, this single vineyard gem exhibits tropical notes with citrus and grapefruit overtones intermingled with toasty brioche. The palate displays flavours of lemon curd, green apple and a hint of fresh pastry. The wine is beautifully balanced with a delicate mousse and very fine acidity framing a long and sumptuous finish.

Brix: 20.3 | **pH:** 3.01 | **TA:** 8.1 | **RS:** 4.7 | **Alc:** 12%



FREE FORM PINOT GRIS 2020

FARMER Duncan Billing

VINEYARD Switchback

LOCATION Summerland, Okanagan, British Columbia

VINEYARD DETAILS

Status: Certified Organic | **Grapes Grown:** Pinot Gris

WINEMAKER Matt Dumayne

WINEMAKING Pinot Gris from our certified organic estate vineyard. A blend of 50% juice and 50% whole cluster, naturally fermented in amphorae, aged on skins and lees for 9 months. No pressing. Blended and aged for a further 2 months in concrete tanks.

WINE PROFILE Full malolactic conversion has provided a delicate, creamsicle and toffee aromatic profile. A clean and precise natural wine. Enjoy with complex sushi or caviar.

LABEL Created using eco-friendly stone paper, saving trees and water completely.

Brix: 22 | **pH:** 3.56 | **TA:** 4.3 | **RS:** 0.9 | **Alc:** 13%



FREE FORM RIESLING 2020

FARMER Duncan Billing

VINEYARD Garnet Valley Ranch

LOCATION Summerland, Okanagan, British Columbia

VINEYARD DETAILS

Aspect: South-West | **Soil:** Volcanic matter including sandy loam, granite and limestone rocks that vary from block to block |

Status: Certified Organic | **Grapes Grown:** Pinot Noir, Chardonnay, Riesling, Gamay, Chenin Blanc, and Pinot Meunier

WINEMAKER Matt Dumayne

WINEMAKING Riesling from our organic Garnet Valley Ranch was whole bunch pressed and fermented in stainless tanks using natural yeast.

WINE PROFILE Granny smith apples and tropical citrus notes with mandarin pith. Delicate and refreshing on the palate with creamsicle texture balanced with a fine Okanagan tension and great length. Serve well chilled with your favourite cheeses.

Brix: 20.3 | **pH:** 3.16 | **TA:** 7.2 | **RS:** 0.1 | **Alc:** 12%



FREE FORM VIN GRIS 2019

FARMER Duncan Billing

VINEYARD Garnet Valley Ranch

LOCATION Summerland, Okanagan, British Columbia

VINEYARD DETAILS

Aspect: South-West | **Soil:** Volcanic matter including sandy loam, granite and limestone rocks that vary from block to block | **Status:** Certified Organic | **Grapes:** Pinot Noir, Chardonnay, Riesling, Gamay, Chenin Blanc, Pinot Meunier

WINEMAKER Matt Dumayne

WINEMAKING Vin Gris was made from Pinot Noir grapes grown in Summerland. The wine was whole bunch pressed to small concrete eggs, fermented with natural yeasts that went through full malolactic fermentation and was bottled unfiltered.

WINE PROFILE This wine highlights the delicacy and fruit forward notes of whole-bunch-pressed Pinot Noir, exhibiting savoury herbal notes with texture from concrete fermentation and ageing.

LABEL Created using eco-friendly stone paper, saving trees and water completely.

Brix: 21.4 | **pH:** 3.44 | **TA:** 4.7 | **RS:** 0.5 | **Alc:** 12.6%



FREE FORM CABERNET FRANC ROSÉ 2019



FARMERS Sekhon Family

VINEYARD Sekhon Family Vineyard

LOCATION Osoyoos, Okanagan, British Columbia

VINEYARD DETAILS

Aspect: South-East | **Soil:** Sandy | **Status:** Certified Organic | **Grapes Grown:** Cabernet Franc, Cabernet Sauvignon, Syrah, Malbec, Merlot and Chardonnay

WINEMAKER Matt Dumayne

WINEMAKING Certified Organic Cabernet Franc from Osoyoos was gently squeezed to create this delicate rendition of rosé. Naturally fermented in concrete, full malolactic fermentation and extended lees ageing.

WINE PROFILE This rosé exhibits red berry aromatics leading to a harmonious balance of lush sweet and savoury fruit and a juicy framework of acidity.

LABEL Created using eco-friendly stone paper, saving trees and water.

Brix: 21 | **pH:** 3.68 | **TA:** 5.0 | **RS:** 2.7 | **Alc:** 13.5%



FREE FORM CABERNET FRANC 2019

VINEYARD Sekhon Vineyard

LOCATION Osoyoos, Okanagan, British Columbia

VINEYARD DETAILS

Sekhon is a south-east facing, sandy site that has been organic certified since 2012. The vineyard produces Cabernet Franc, Cabernet Sauvignon, Syrah, Malbec, Merlot and Chardonnay.

WINEMAKER Matt Dumayne

WINEMAKING Certified Cabernet Franc from Sekhon's Organic Vineyard was destemmed to open top stainless

steel fermenters and then aged in concrete, the wine was spontaneously fermented with native yeasts and malolactic. After 11 months the wine was settled naturally and bottled mid-August 2020.

WINE PROFILE Nuances will unfold in time although a pleasure to drink now. Showing the masculine side to a very feminine variety. Dark black plums with black berry fruit, a smoky note with rich mocha and classic cabernet franc herbal aromatics. Juicy red fruit dance with excellent structure and our hallmark mouth-watering freshness.

LABEL Created using eco-friendly stone paper, saving trees and water completely.

Brix: 20.7 | **pH:** 3.58 | **TA:** 5.9 | **RS:** 0.2 | **Alc:** 12%





FREE FORM CABERNET SAUVIGNON 2019



FARMERS Sekhon Family

VINEYARD Sekhon Family Vineyard

LOCATION Osoyoos, Okanagan, British Columbia

VINEYARD DETAILS

Sekhon is a south-east facing, sandy site that has been organic certified since 2012. The vineyard produces Cabernet Franc, Cabernet Sauvignon, Syrah, Malbec, Merlot and Chardonnay.

WINEMAKER Matt Dumayne

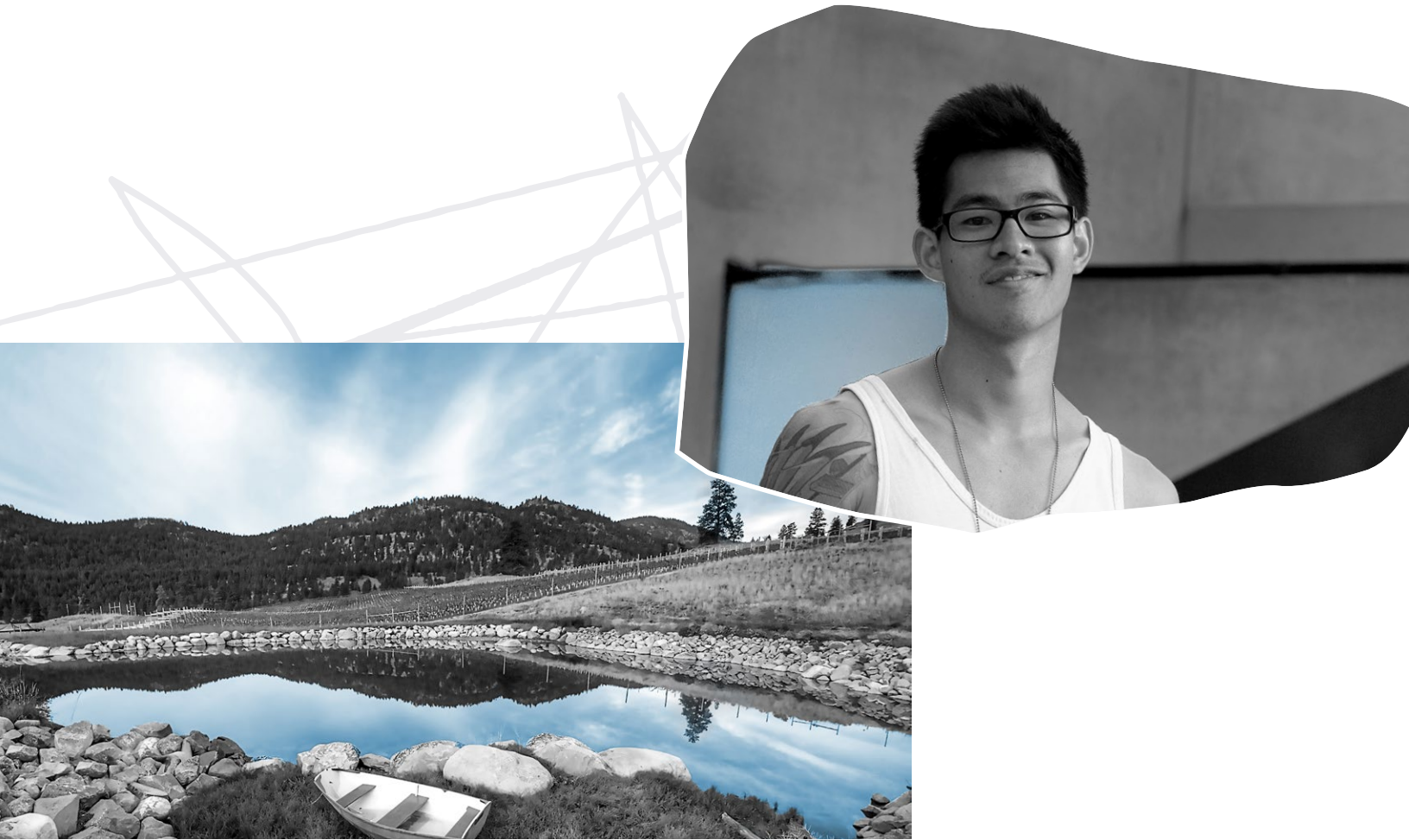
WINEMAKING This Certified Organic Cabernet Sauvignon from Osoyoos was unencumbered from any additives or oak ageing. The fruit was destemmed and put into stainless open tops. Native fermentation started spontaneously and grapes were punched down twice a day by hand. After 11 months of concrete ageing post basket pressing, the wine was settled naturally and bottled.

WINE PROFILE Bright lifted red fruit give way to a mouthwatering and delicate yet brooding palate. Lush textural notes are framed by supple tannins, fine acidity and a very lengthy finish.

LABEL Created using eco-friendly stone paper, saving trees and water completely.

Brix: 20.7 | pH: 3.65 | TA: 6.1 | RS: 0.0 | Alc: 12.0%

THE FREE FORM LABEL



Vancouver artist Scott Sueme was asked to capture the raw beauty of these wines for the label art. The results are simplistic abstract landscapes symbolic of the Okanagan. Scott used black, grey and white mixed with soft colours, with bold and rounded rolling shapes and textures. Worked into each label by our designers is a small fingerprint pattern signifying our low impact farming efforts. Each wine carries its own unique artwork.

With low impact farming and hands-off winemaking in mind, the Free Form wine labels are printed on stone paper – a revolutionary product made from stone. The making of stone paper requires no air or water pollution and no harmful dyes, bleach or acids. No trees or water are used in the production process. Stone paper is waterproof and will not tear. It is made from reclaimed limestone and recycled concrete. One ton of stone paper saves 20 trees and more than 60,500 litres of water. It is easy to see why this paper was the right choice for the Free Form wine labels – wines made without intervention adorned with an environmentally friendly label.

ABOUT GARNET VALLEY RANCH



Garnet Valley Ranch is a rare, unspoiled site that has been carefully and thoughtfully designed to integrate with the wild natural landscape it envelops. The ranch is located in Summerland, BC, on a 320-acre (130 ha) site that was purchased by Okanagan Crush Pad Winery at the urging of Chilean terroir consultant Pedro Parra.

Parra designed fifteen unique vineyard blocks, employing extensive research to determine viticulture strategies. The first blocks were planted in 2014 and as of 2023 the site has 55 acres (18 ha) of vines (Pinot Noir, Gamay Noir, Chardonnay, Riesling and Chenin Blanc), planted in volcanic and glacial matter (including alluvial course sand with limestone and rock) that varies from block to block.

Each block is fenced separately, allowing wildlife to roam and visit a restored pond which has brought songbirds and other small animals back to the site. The entire property is certified organic and is also home to a lavender farm and eight acres of organic vegetables.

Vineyard blocks are located between 1,968 and 2,230 feet (600 and 680 meters) above sea level, making this the highest elevated vineyard site in the Okanagan Valley. At this altitude, the soils are more interesting than those found on the valley floor, the season is shorter and more intense, and the temperatures cooler. Strong phenolic ripeness at lower sugar levels results in finished wines with lower alcohol levels, better acidity, and balance.

OUR TEAM



CHRISTINE COLETTA, FOUNDER

Christine Coletta was introduced to wine through her work in Vancouver's restaurant industry. In 1990, she was offered a job to revitalize British Columbia's tiny wine industry and spent nine years as the founding executive director of the BC Wine Institute (now Wine Growers BC) and Wines of Canada, where she played a key role in establishing the region's appellation system and growing market share.

Christine then spent 14 years consulting in the field of marketing, branding and communications and had the privilege of working with many global and domestic wine brands including Wines of Australia, Wines of Chile, and the Washington Wine Commission.

Today, Christine and her husband Steve run the 25,000-case organic certified Okanagan Crush Pad winery, manage four wine portfolios, Haywire, Narrative, Free Form Bizou + Yukon and own and farm 400 acres of organic certified land in Summerland, BC.

Christine is widely acknowledged as a driver for change and betterment in the wine sector. She has been recognized with several awards for her work and is known for her "just do it" attitude.



STEVE LORNIE, FOUNDER

Steve Lornie is an integral part of Okanagan Crush Pad. Steve oversees budgeting, financing, and construction including the development of all vineyard land and new projects. Since 2013, Steve has overseen the development of the winery's 320-acre Garnet Valley Ranch, as it made its transformation from range land to a 50-plus-acre organic vineyard.

Anything that needs to be budgeted, planned, built or repaired is overseen by Steve's professional eye, as Steve is no stranger to big projects. Steve spent 38-years in the construction and development industry, with most of his time as the owner of Fairmile Construction and Stonecroft Management, the general contractor for The Outback in Vernon, several projects for UBC Properties, a new winery facility for Road 13 Vineyards, and the innovative state-of-the-art Okanagan Crush Pad winery facility.

While the winery and vineyards keeps him more than occupied, Steve finds time to volunteer, and currently sits on local boards in addition to the Infrastructure BC board. He and wife Christine Coletta have few spare hours as they focus on the growth and business of Okanagan Crush Pad, but time off finds Steve in the wilderness or spending time with family, especially his 15 grandchildren.

OUR TEAM



MATT DUMAYNE, CHIEF WINEMAKER

Matt Dumayne was born and raised in Auckland, New Zealand.

After completing Auckland University of Technology and Eastern Institute of Technology's wine courses in Hawke's Bay, he launched his winemaking career in 1998. Matt worked for eight years under the guidance of Grant Taylor, one of the world's most awarded Pinot Noir winemakers. There he gained a unique understanding

of the various microclimates and pockets of terroir that make this southerly region so exciting. Matt created wines for award winning labels such as Bald Hills and Valli Vineyards. Wanting to make expressive, yet delicately balanced Pinots, with savoury complexity, Matt travelled to Oregon during the New Zealand winters, increasing his winemaking skills at Panther Creek Cellars, Archery Summit, Patricia Green Cellars, and Bergström Wines. He also made wine for a vintage each at Pine Ridge Winery on the Silverado Trail in Napa, and at Stella Bella Wines in Margaret River, Australia.

Matt has lived in the Okanagan Valley, British Columbia, since 2011 and joined Okanagan Crush Pad in 2013. He has been integral in evolving the style of the winery's Haywire, Narrative, Free Form and Bizou + Yukon labels. Matt is a fierce supporter of organic farming and employs minimal winemaking practices to express the unique terroir of the Okanagan. Today, he lives on the winery's 320-acre Garnet Valley Ranch in Summerland.

DUNCAN BILLING, DIRECTOR OF VITICULTURE

Duncan Billing joined the team as director of viticulture at Okanagan Crush Pad in August of 2016. He has been working in the wine business since 2000. From 2008 to 2016, he held the position of viticulturist and assistant winemaker at Valli Vineyards in Gibbston (Central Otago), New Zealand. There, he had day-to-day responsibilities ranging the spectrum of cool climate viticulture and organic vineyard management, geared toward the production of premium Pinot Noir and Pinot Gris. As such, his credentials were a perfect fit for the needs of Okanagan Crush Pad.

Duncan has exceptional cool climate experience and a strong knowledge of organic growing. He is leading the organic direction of OCP's Switchback and Garnet Valley Vineyards.

He has already overseen and implemented vineyard expansion and planting plans for Garnet Valley in his short time here. He also works very closely with contract growers and has quickly been introduced to the Okanagan and growing grapes in this region. It is a bold move to start a new life halfway around the world, but Duncan had worked with OCP's chief winemaker, Matt Dumayne, in Gibbston, where they formed a long-standing friendship, and he fits in well with the OCP wine family.

Duncan now lives onsite at Switchback Organic Vineyard. His dog Opie, who immigrated with Duncan to this strange new land, keeps a watchful eye on the vineyards chicken and ducks.

OUR VINEYARD



GARNET VALLEY RANCH, located in Summerland, BC, is a 320-acre (130 ha) site that was purchased by Okanagan Crush Pad in 2012. Later that year, world renowned Chilean terroir consultant Pedro Parra set about determining vineyard blocks employing precision viticulture strategies. The first blocks were planted in 2014 and today the site has 45 acres (18 ha) of vines (Pinot Noir, Gamay, Pinot Meunier, Chardonnay, Riesling, and Chenin Blanc), on soils comprised of volcanic matter including sandy loam, granite, and limestone rocks that vary from block to block.

Each block is fenced separately, allowing wildlife to roam and visit a restored pond which has brought song birds and other small animals back to the site. Vineyard blocks are located between 1,968 and 2,230 feet (600 and 680 meters) above sea level, making this the highest vineyard site in the Okanagan. The entire property is certified organic and is also home to eight acres of organic vegetables and a lavender farm.