



O
NARRATIVE
by OKANAGAN CRUSH PAD



THE FULL STORY
July 2023



NARRATIVE

by Okanagan Crush Pad

Narrative wines have been made at Okanagan Crush Pad in Summerland, BC since 2014, offering a collection of wines and spirits, made from distilled grapes. Grapes are sourced from our own vineyards and from growers up and down the valley that we have forged a strong relationship with. The portfolio showcases what the Okanagan is best at: cool climate, aromatic, crisp, lively offerings made exclusively from Okanagan grown grapes. The Okanagan is one of the rarest and most diverse wine growing places in the world offering both an arid desert landscape and snow, with an intense, short growing season. Wines from this region are benchmarks for cool climate style. Winemaker Matt Dumayne's creation of unique blends, varietal wines and premium small offerings articulate this spectacular region. As a result, each year, the portfolio can include some new and

interesting wines. Mainstays are sparkling wine and rosé, Pinot Blanc, Chenin Blanc, Cabernet Franc, and a rich red blend named Non-Fiction.

Label artwork was the inspiration of Vancouver artist Scott Sueme. Scott took elements from the original Dazzle-style graffiti art installation that he created on the exterior of Okanagan Crush Pad winery in 2011. His work incorporates a complex pattern of geometric shapes in contrasting colours, interrupting, and intersecting each other. The labels got a fresh new look commencing with the 2019 vintage while Scott updated the winery's exterior mural and added a large panel to mark OCP's 10th anniversary fall 2021.



NARRATIVE AT A GLANCE

| | |
|--------------------------------------|--|
| Location: | Summerland, British Columbia, Canada |
| Founders: | Christine Coletta and Steve Lornie |
| Leased Vineyards: | King Family Vineyard in Naramata, BC. Established in 1992-1997. Planted to Pinot Gris, Auxerrois, Chardonnay, Merlot, Gamay and Cabernet Franc. |
| Winemaker: | Matt Dumayne |
| Marketing and Communications: | Christine Coletta christine@okanagancrushpad.com |
| Order Desk: | 250.494.4445 ext 2 |

WINE RELEASES

| | | |
|--|---------|----------|
| Narrative XC Sparkling 2022 <i>*New Stelvin closure</i> | \$24.99 | +306509 |
| Narrative Pinot Blanc 2020 | \$19.99 | +165038 |
| Narrative Chenin Blanc 2020 | \$25.99 | + 76656 |
| Narrative Rosé 2021 | \$23.99 | +561464 |
| Narrative Syrah Viognier 2018 | \$30.99 | +65230 |
| Narrative Red 2020 | \$25.99 | + 771196 |
| Narrative Cabernet Franc 2018 | \$30.99 | +232810 |
| Narrative Malbec 2019 | \$35.99 | +202841 |
| Narrative Non-Fiction 2018 | \$26.99 | +126309 |
| Narrative Fortified | \$39.99 | +58651 |
| Narrative 12 Botanicals Gin | \$45.99 | + 747998 |
| Narrative Brandy | \$64.90 | +173565 |



XC SPARKLING

Tasting Notes

This lively, fresh bubbly was crafted from grapes grown in our Summerland and Oliver vineyards. Secondary fermentation took place in our state of the art charmat tanks which are designed to lie on their sides, exactly like a bottle en tirage. Toasty, creamy notes round out the palate. Happily paired with shellfish or simply enjoyed on its own.



PINOT BLANC

Tasting Notes

Normally used as one of the backbone varieties in our white blend, this lot of Pinot Blanc was so epically delicious that it demanded to be bottled on its own. The wine was fermented in a concrete tank with native yeast and left to rest for eight months. Intense aromatics of pineapple and cantaloupe are followed by a lush texture with hallmark acidity and plenty of finesse.



CHENIN BLANC

Tasting Notes

This is a savoury Okanagan wine that is delicious and easy drinking on its own or a great partner with lighter cream or pesto sauce pastas, and seafood dishes. Bright tropical fruits, preserved lemons and a distinctive saline minerality lead into a full bodied wine with hallmark Chenin Blanc acidity.



ROSÉ

Tasting Notes

The Narrative Rosé has a delicate salmon hue with lifted grapefruit, berry, and citrus notes. On the palate it is mouth-filling yet crisp with a clean, juicy, and vibrant finish. A delightfully adaptable wine that delivers pure Okanagan freshness.



RED BLEND

Tasting Notes

A blend of Cabernet Franc and Merlot grapes grown on our Oliver vineyards. Bright, dark raspberry fruit with notes of pepper and chocolate create a seamless blend of sweet berries, fine grained tannins, and a long juicy finish.



SYRAH VIOGNIER

Tasting Notes

Syrah is an Okanagan staple – a red that is incredibly suited to our soils. This rendition was co-fermented with Viognier in clay amphorae and left on skins for nine months to enhance the aromatics and provide a silky mouth feel. Additional Syrah was fermented in concrete and aged in amphorae adding spice and texture to the wine while showcasing rich red fruits. Aromatic intensity with additional Viognier exemplifies this world renown style with an Okanagan twist.



MALBEC

Tasting Notes

The grapes were destemmed and put into clay amphorae and a large format oak barrel to ferment using natural yeasts. Barrels were rolled daily by hand with no oxygen exposure. The wine was left on skins for eight months before being pressed and blended into one small egg-shaped concrete tank for settling.



CABERNET FRANC

Tasting Notes

A blend of Cabernet Franc grapes sourced from the Black Sage and Golden Mile Benches in Oliver, BC. The wine was fermented and aged in a concrete tank for nine months prior to bottling. Powerful flavours of red fruits are coupled with elegant mid palate weight and a supple finish.



NON-FICTION

Tasting Notes

Narrative Non-Fiction is a blend of Cabernet Sauvignon and Cabernet Franc from a Certified Organic vineyard in Osoyoos. Fermented and aged in concrete vessels for eight months, the wine provides aromas of wild herbs and dark berry fruits that lead into a lush textural mouthfeel and fine supple tannins with a fresh lengthy finish.



FORTIFIED

Tasting Notes

A combination of Merlot and Syrah fermented in concrete, fortified with our own grape spirits distilled on site, and aged for two years in neutral oak. The wine exudes a rich, lush, almost creamy layered texture with beautiful refreshing acidity. Bright red and black fruits, pepper and spice, and all things nice.



TWELVE BOTANICALS GIN

Tasting Notes

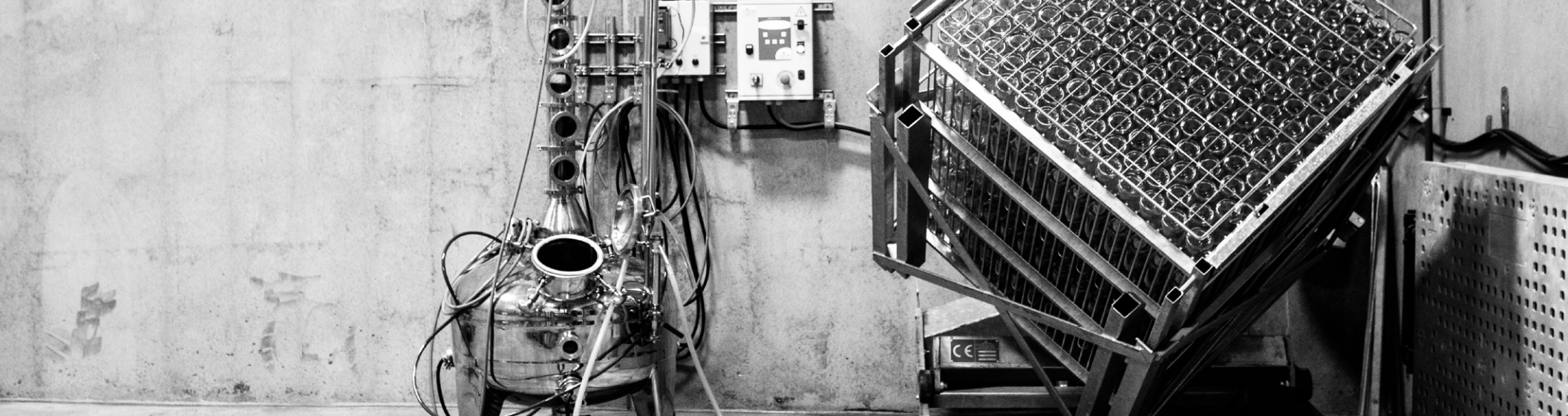
This Okanagan Gin was triple distilled using wine as its base. Twelve botanicals were selected, adding great complexity to this multi layered spirit. Citrus and spice are derived from coriander, various citrus peels and cubeb berries; floral and fresh notes come from chamomile and lemongrass, making this a delicious, refreshing gin.



BRANDY

Tasting Notes

Using a selection of grape varieties for our brandy base, we triple distilled and aged this spirit at full strength for three years in neutral French Oak.



WINE AND SPIRITS MAKING PHILOSOPHY

Our wine and spirits making philosophy is very simple: Less is More. Winemaker Matt Dumayne has more than 30 vintages under his belt and experience distilling in his native land, New Zealand, a place that allows home distilling. So while our team has a combined experience of over 100 years, what we do is very simple. We pay great attention to the vineyards we use; our own and our contract growers. We diligently watch fruit/tanks to ensure nothing goes wrong while ensuring things go right by using healthy, organic (when possible) grapes that shouldn't need coaxing.

Stylistically we want fresh acidity, rich mouthfeel and unadulterated expressions of the grape. Harvesting earlier for lower pH, allowing full ML (malolactic fermentation) increasing stability naturally. Our goal is to watch the wines become ethereal in balance and naturally expressive through healthy vines and a little bit of faith and anticipation.



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.



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.



Craig Pingle, General Manager

Born and raised in Georgian Bay, Ontario, Craig started his career working at Horseshoe Valley Resort and has since worked in almost every hospitality role there is. Craig studied Hospitality Management at Georgian College in Barrie, Ontario while working at The Toronto Golf Club.

After his schooling he visited 30 countries over 4 years while backpacking. A few of the adventures included working as a papaya farmer in northern Queensland for two years where he raised a baby wallaby.

Settling in Vancouver Craig worked as a manager of Steamworks Brewing Co, opened Rogue Kitchen & Wetbar and then moved into the General Manager position of Sequoia Company of Restaurants which include the iconic Sandbar Seafood Restaurant on Granville Island, The Teahouse in Stanley Park, and Cardero's in Coal Harbour. Craig then moved his young family to the Okanagan Valley in 2019 and worked as Director, Guest Experience at Mission Hill for three years where he transitioned the property into a reservation only model.

He is now the General Manager of Okanagan Crush Pad focusing his efforts to build a new tasting lounge and create dynamic guest experiences at the winery's Summerland location on Switchback Organic Vineyard. Craig loves the wine industry, learning and developing his skill sets and having fun while working hard. He lives in Peachland with his wife and three boys. In his free time Craig loves exploring BC on camping adventures, boating, golfing and backyard BBQ's.



OKANAGAN CRUSH PAD BECOMES HAYWIRE

Okanagan Crush Pad, founded by Christine Coletta and Steve Lornie, is committed to land biodiversity and sustainability by farming and producing high quality organic wines that are distinctly Okanagan.

Since inception the Summerland-based winery has developed a reputation as a leader of terroir-focused organic wines that express the purity of the Okanagan. Wines that reflect the rare, high mountain, northern desert settings of its vineyard holdings.

Chief winemaker Matt Dumayne crafts four unique portfolios: Haywire, Narrative, Free Form and

Bizou + Yukon. Dumayne uses a range of grape varieties, different winemaking vessels such as concrete, amphorae and large-format oak, with award-winning results.

In 2023 to celebrate the end of their decade-long custom crush business the founders renamed the facility Haywire to mark the beginning of their focus on house brands. A new tasting lounge now offers relaxing, year round experiences in a fresh modern setting.

