



## VARIETALS

### Pinot Noir 58%

Hollenbach Family Vineyard, Skaha Bluffs  
Penticton (clone 113)  
planted 1993

### Gamay 28%

St. Hubertus Vineyard, Kelowna  
planted 1978  
Pavan Group Vineyards, Keremeos  
planted 1998

### Pinot Gris 10%

Lakeside Vineyard, Skaha Bluff  
planted 1996

### Pinot Meunier 4%

Pipars Family Vineyard, Naramata Bench  
planted 1983

## TECHNICAL INFO

pH 3.46

Total Acidity 6.3 g/L

Residual Sugar 4 g/L

Alcohol 12.3%

Product +511469

Production 3322 cases

## THE WINE

JoieFarm was one of the first BC wineries to produce rosé, starting the rosé revolution back in 2004. Joie makes Rosé because we love drinking it and we believe it to be the most versatile wine to pair with the food of the Pacific Northwest. It is a versatile friend to any meal or picnic. The inspiration for this wine is the Pinot Noir and Gamay-based Rosés of the Loire Valley, particularly those of Sancerre and Anjou. We appreciate the moderate alcohol and natural acidity that sets them apart from southern Mediterranean counterparts. Pinot Noir gives the Rosé strawberry and Montmorency cherry flavours and a lovely fresh body. Gamay contributes black cherry and spice and adds a little more texture and weight to the mid-palate. The skin-contacted Pinot Gris lends a beautiful colour and freshness and the Pinot Meunier adds a blast of raspberry fruit. JoieFarm continues to hang its hat on premium Rosé production in a consistent style that is a leader in the ongoing Rosé revolution.

## 2018 VINTAGE

2018 was a far more “normal” growing season for the Okanagan Valley after the string of early, hot vintages from 2013-2016. The winter was extremely snowy and early spring was wet, supplying the vineyards with a good soaking and filling up the water table. A warm April had bud break occurring in the last days of April and first week of May for most varieties. Mid-May was hot and dry with flowering occurring in early June. The beginning of June was wet, followed by some heat which produced a full vineyard canopy by mid-June. This resulted in our vineyard crew earnestly working to keep up with canopy growth, suckering and shoot positioning, which all happened at the same time. Early July was a bit wet, coupled with alarming heat following from mid-July on. We left all shoots to create a heavier crop to retard the potential for early sugar ripeness (as we had had success with in the past hot and early vintages). Once the fruit set, we left more than usual to ripen. Intense lightening storms occurred in mid-July and started forest fires around the province. Smoky skies continued through July and all of August before returning to drastically cooler temperatures in early September. Veraison occurred in the first week of August and ripening was gradual throughout the rest of the summer. The thick smoke provided a UV blanket over the valley, slowing the ripening that threatened to speed ahead in July. On September 22nd, with ripeness slowing down, our first pick was for our bubble and un-oaked Chardonnay. The cool, wet weather proceeded right through September into early October. We had great hang time for phenolic development with the rest of our varieties mainly coming in mid-October. All of our tonnage was completely picked by October 22nd and vinified by mid-November. Despite an intensely hot summer, we saw low pH and lower brix than previous vintages demonstrating that 2018 will express a cooler vintage profile. Overall, expect more freshness, minerality, and fantastic natural balance.

## VINIFICATION

The grapes were hand-harvested and a sorting table was utilized before the grapes were de-stemmed to ensure that only healthy grapes went into the wine. The de-stemmed grapes were soaked skins-to-juice for two to three days outside at about 12° C. These soaks allow us to achieve an excellent extraction of colour and fruit flavours from the Pinot Noir and Gamay grapes. The Pinot Gris was skin contacted for three days to extract beautiful colour and aromatics. The must was gravity-dumped into the press (more gentle than pumping the must) and a slow, gentle pressing was utilized via a pneumatic press. We feel it is important to press rosé wine off of the skins to extract a little bit of tannin thereby giving the wine better texture. No sulphur was added at the press pan to hyper oxidize the juice, ensuring stable colour and flavour compounds during ferment. A long two to three day chilled settling resulted in a clear must perfect for a healthy ferment. Our glycol chilling system allowed us to maintain a clean and controlled ferment that lasted about two weeks in stainless steel. Each varietal was crushed, cold-soaked, pressed and vinified separately. We are sure to pull the rosé off of its gross lees quickly to avoid reductive flavours from the high solids content in the juice. Sulphur levels were carefully managed to preserve maximum bouquet, added only following a second racking post-fermentation and topped up pre-bottling. Each varietal was blended together after its second rack. It should be noted that this is an almost entirely dry rosé we have ever made and the perception of sweetness comes from the ripe, full-flavoured fruit. The wine was protein and cold stabilized, then filtered. The filtration system used was cross-flow, a medium-free method that is the gentlest of any filter on the wine. We chose a Stelvin, screwcap closure because we feel it is the best method available to preserve the freshness that is key to this wine.

## TASTING NOTE

Its bright hue anticipates the aromas of strawberry, raspberry, and dried sage. On the palate, the structure is medium-bodied with moderate alcohol and is ever so slightly off-dry with natural mouth-watering acidity and a touch of tannin for structure. The intense nose carries through to the palate, where we find bright flavours of blood oranges, strawberries, and cream. The finish is long, clean, tart and dry.

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