



## VARIETALS

**Moscato Giallo 100%** - JoieFarm estate vineyard, Naramata Bench

## TECHNICAL INFO

pH - 3.12  
Total Acidity - 8.3 g/L  
Residual Sugar - 12.0 g/L  
Alcohol - 10.0%  
Product - +103013  
Production - 190 cases

## THE WINE

This wine, Célébration de la Vie, was created in memory of our friend, collaborator and prolific artist, Dale Nigel Gobel, as a celebration of his life and works. Dale created JoieFarm's labels and graphics for 19 years. His 'look and feel' has permeated the spirit of JoieFarm for two decades strong. The label is an illustration of the original Joie logo sketch that Dale created in 2001.

Our 2019 Muscat is a "frizzante" style Moscato modeled after DOCG Moscato D'Asti. It is made from 100% JoieFarm estate Moscato Giallo grapes (a rare clone native to the Trentino-Alto Adige region of northeastern Italy). It was fermented slightly off-dry with 2 atmospheres of pressure applied to give a gentle sparkle. Its aromatics are undeniably charming and unique. This wine is an amazing low-alcohol aperitivo, delicious on its own or with spicy or deep-fried snacks, cured meats, or just simply olives and cheese.

## 2019 VINTAGE

The vintage began with mild temperatures and little insulating snowpack in January. This made bottling and pruning very pleasant for us, but the unseasonable warmth also caused the soil to warm up, forcing the vines out of dormancy. An extended four-week cold snap in February then froze those awakened vines causing bud damage, cane damage and, in some cases, cracked trunks and straight-up vine death. Many vineyards saw smaller yields in 2019 from this thaw/freeze episode, some in Summerland and Naramata sustaining 70% loss. A lack of snow and rain during that time also meant there was little run-off or soil moisture, making for even lower yields. The spring started uneventfully with budbreak occurring in the first week of May as usual. By early June, flowering would also occur normally, although some wind and rain interrupted flowering in our Riesling vineyard (which was already affected by spotty budbreak and damage from the cold). Summer temperatures were cooler than normal with no heat spikes and many cloudy days. As result, veraison was drawn out – taking at least three to four weeks to complete (an abundance of secondary and tertiary shoots may have aided in extending the process). After a short temperature spike the last week of August and first week of September the rains started and never seemed to stop. (Environment Canada would later confirm that the Penticton area received three times more precipitation than average.) This abundance of rain created intense disease pressure and an overt lack of ripening. The rains eventually stopped with a hard frost of -7°C on October 10th, essentially ending the vintage for all intents and purposes.

While it felt like everything that could go wrong did go wrong in 2019, great wine could still be made by those with the experience to act quickly, the ability to pivot and a willingness to be flexible with house style. As a technical, confident winemaker with a strong grasp of organic chemistry, I was able to make rapid-fire picking calls and take immediate action in the winery. Through focusing on lighter, fresher styles and by using blending to achieve balance, we were still able to make the JoieFarm 2019 portfolio full of delicious wines as usual (just with more #maximumeffort and resolve than normally required!)

## VINIFICATION

Our estate Moscato Giallo 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. After de-stemming, the crushed grapes went straight into the press and soaked for two hours in order to preserve pure varietal character. A slow, gentle pressing was done via a pneumatic press. A quick 12- to 16-hour settling allowed us to achieve maximum flavour and nutrients in our must before it was racked for ferment. The grapes were inoculated with an aromatic-forward yeast strain, W-15, to highlight the grape's uniquely 'grapey' and white flower aromas. We chilled the must quickly, and this allowed us to maintain a clean and controlled ferment that lasted about two weeks in stainless steel. Sulphur levels were carefully managed to preserve maximum bouquet, added only following a second racking post-fermentation and topped up pre-bottling. A touch of residual sugar was maintained by cold-stopping the ferment; the final sugar level was determined by taste trials and intended to balance the wine's lively acidity. The wine was protein and cold stabilized, then filtered using a cross-flow (a medium-free method that is the gentlest of any filtering technique). The wine then had 2 atmospheres of pressure applied to it while being cold filtered and was bottled in the tradition of DOGC Moscato D'Asti with a crown cap applied to maintain its gentle sparkle.

## TASTING NOTE

This sparkling wine exhibits aromas of white pepper and freesia supported by white peach and citrus. On the palate, literal grapey flavours are balanced with lemon, lime, and kumquat. The wine is slightly off-dry with mouth-watering acidity. It has amazing concentration of flavour for a wine of such low alcohol and undeniably charming aromatics you can smell from across the room. A wine great for any occasion, to begin a reception or meal; whether for serious occasions or casual gatherings, this is intended to be a toast to life.