

JOIE

farm

"En Famille"
2017

RESERVE MUSCAT

11.5% alc./vol. OKANAGAN VALLEY

750 ml

Product of Canada / Produit du Canada

VARIETALS

Moscato Giallo (Yellow Muscat) 100%

Planted 2007

JoieFarm Vineyard, Naramata Bench

TECHNICAL INFO

pH - 3.3

Total Acidity - 7.7 g/L

Residual Sugar - 1 g/L

Alcohol - 11.4%

Product - +167239

Production - 401 cases

THE WINE

Muscat holds a fond place in my memories of travel to the north of Italy. There I found many different types of Muscat, but I particularly prized the fine white and yellow varieties. For JoieFarm's estate vineyard, I chose to plant 2 acres of Moscato Giallo, also known as Gold-enmuskateller or Yellow Muscat. Muscat is an intensely aromatic varietal, both floral and fruity. While most other grape varieties seem to be at their best mimicking a broad spectrum of diverse flavours, the true charm of Muscat is that it tastes as though you are actually enjoying the grapes themselves. That is why we call our Muscat "The Pure Grape." This wine is an amazing low-alcohol, super-fresh, dry aperitivo. It is delicious on its own, with deep-fried snacks, salty meat and cheese, or a great pairing to spicy aromatic food.

2017 VINTAGE

2017 was a far more "normal" growing season for the Okanagan Valley, after a string of early, hot vintages starting in 2013. Though this must be taken with a grain of salt, as temperatures were still quite high compared to historical averages. The winter was extremely snowy and early spring was wet, supplying the vineyards with a good soaking and filling up the water table. This wet, cool spring led to bud break the second week of May for most of the varieties we work with. On average, this is two weeks to a month later than 2016, depending on variety and site. Flowering occurred in early June when our cool spring jumped right into full-on summer weather. The heat following the wet produced full vineyard canopy growth, suckering, and shoot positioning. At many sites this growth was happening all at the same time. With all the heat in early July onward, we made the decision to leave a heavier crop in order to slow the potential for early sugar ripeness. We had success with this in the past and by the time the heavy heat and smoky skies arrived, we were happy to have chosen to do this again in 2017. Naramata saw no rain for 54 consecutive days this summer, and no rainfall accumulation for the months of July and August. Those months saw continuous temperature spikes and smoky skies. Once the fruit set, we left more than usual to ripen. Mildew was an ever-present threat from the wet weather following fruit set in close conjunction with the high temperatures and minimal wind. This prompted our vineyard crew to act preventatively and quickly to open the canopy for airflow. Veraison was a bit later than expected (the second to last week of August) but finished extremely rapidly. Our first pick of the year was on August 27th. This was for our two sparkling wines, as well as the first pick in a series of picks for our Un-oaked Chardonnay. September brought cooler temperatures, and slowed things down nicely. We had great hang time for phenolic development, with the rest of our varieties coming in throughout October. All of our tonnage was completely picked by October 27th and vinified by mid-November. Despite the hot and very dry summer, we saw low pH and lower brix levels than the previous three vintages, demonstrating that 2017 will express a cooler vintage profile. Overall, expect more freshness, minerality, and an excellent balance of acidity.

VINIFICATION

The Muscat 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, whole berries went straight into the press and soaked for two hours in order to preserve pure varietal character. A slow, gentle pressing was utilized 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. No sulphur was added at the press pan and the juice hyper-oxidized to stabilize aroma and flavour compounds. The grapes were inoculated with an aromatic-forward yeast strain, W-15, to highlight its grapey white flower aromas. We chilled the must quickly as 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. 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

This wine exhibits aromas of white pepper and freesia supported by white peach and citrus. On the palate, grapey flavours are balanced with lemon, lime, and kumquat. The structure of the wine is light to medium bodied, with mouthwatering acidity, and a totally dry finish. It has amazing concentration for a wine of only 11.4% alcohol.