

# JOIE

*farm*

Re-Think Pink! <sup>(iii)</sup>

2019  
ROSÉ

Rosé Wine / Vin Rosé

11.4% alc./vol. OKANAGAN VALLEY

750 mL

Product of Canada / Produit du Canada

## VARIETALS

**Pinot Noir 60%** - Hollenbach Family Vineyard, Skaha Bluffs, Penticton (clone 113, planted 1993), *Sleeping Dog Vineyard*, Naramata Bench (clones 667, 777, planted 1998)

**Gamay 30%** - Rocky Ridge Vineyard, Cawston, Simikameen Valley (Clone 509)

**Pinot Meunier 10%** - *Pipars Family Vineyard*, Naramata Bench, planted 1983

## TECHNICAL INFO

**pH** - 3.45

**Total Acidity** - 6.0 g/L

**Residual Sugar** - 6.8 g/L

**Alcohol** - 11.4%

**Product** - +511469

**Production** - 3083 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 their southern Mediterranean counterparts. Pinot Noir lends strawberry and Montmorency cherry flavours and a lovely fresh body. Gamay contributes black cherry and spice as well as adds more texture and weight to the mid-palate. Pinot Meunier adds a blast of raspberry fruit. JoieFarm continues to hang its hat on premium rosé production in a consistent style.

## 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

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 overnight outside at about 12°C. This soak was shorter than previous years but still allowed us to extract good colour and fruit flavours. The grapes were gravity-dumped into the press (more gentle than pumping) and a slow, mild pressing was done via pneumatic press. We feel this is an important part of making rosé wine as it helps extract a little bit of tannin thereby giving the wine better texture. No sulphur was added at the press pan, instead the juice was hyper-oxidized to ensure healthy colour and stabilize compounds during ferment. Each varietal was crushed, cold-soaked, pressed and vinified separately. A two or three day chilled settling resulted in a clear must perfect for a healthy ferment. We used a glycol chilling system to allow us to maintain a clean and controlled ferment, which lasted two week in stainless steel. We were sure to pull the rosé off of its gross lees quickly to avoid reductive flavours from the high solids content in the juice. Each varietal was blended together after its second rack. 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). Sulphur levels were carefully managed to preserve maximum bouquet; it was added only following the second post-ferment racking and just before bottling. A small amount of residual sugar was left (about 6.8 g/L) to highlight and lift this vintage's more delicate fruit profile and to augment the mouthfeel of such a fresh 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 pretty hue gives way to aromas of strawberry, raspberry and dried sage. Medium-bodied with an easy alcohol of 11.4 %, it is ever so slightly off-dry with natural mouth-watering acidity and a touch of tannin for structure. The fresh nose carries through to the palate, where we find bright flavours of cherry, cranberry, watermelon rind and citrus. The finish is long, clean, and juicy.

[joiefarm.com](http://joiefarm.com)