



A Wine Inspired by Alsace<sup>(i)</sup>  
**2020**  
A NOBLE BLEND

White Wine / Vin Blanc

13.0% alc./vol.

OKANAGAN VALLEY

750 mL

Product of Canada / Produit du Canada

## VARIETALS

**Gewürztraminer 57%** - Paxon Family Vineyard (Naramata Bench), JoieFarm Vineyard (Naramata Bench), Busterfish Vineyard (Naramata Bench), Con Vida Vineyard (Skaha Bluff), Hagerman Vineyard (Kaleden), Møyen Vineyard (Summerland)

**Riesling 23%** - Paxon Family Vineyard (Naramata Bench), Furlot Family Vineyard (Summerland), St. Hubertus Family Vineyard (Mission Kelowna)

**Pinot Auxerrois 11%** - Pipars Family Vineyard (Naramata Bench)

**Muscat 7%** - JoieFarm Vineyard (Naramata Bench)

## TECHNICAL INFO

**pH** - 3.3

**Total Acidity** - 6.0 g/L

**Residual Sugar** - 7.5 g/L

**Alcohol** - 13.0%

**Product** - +882027

**Production** - 2953 cases

## THE WINE

JoieFarm makes A Noble Blend in the spirit of Edelzwicker or Gentil, the traditional Germanic varietal blend of the Alsace region of France. The literal translation of Edelzwicker is “a noble blend”. Noble is also proudly Heidi’s family name. The original intent in choosing to produce this proprietary blend was the knowledge that many of the oldest plantings in the Okanagan Valley are Germanic varietals which have proven to be extremely successful in this climate. Blending allows us to utilize the different characteristics of each variety, or of the same variety from different sites, in order to help us achieve natural balance as well as add greater complexity to the wine. This wine was created out of respect for old world traditions while learning how to make wine in our relatively young, new world winemaking region. The 2020 A Noble Blend is a classic blend of Gewürztraminer, Riesling, Pinot Auxerrois and Muscat.

## 2020 VINTAGE

Winter 2019/20 mirrored the previous year’s freeze-thaw pattern and the erratic weather continued to cause bud and cane damage to the Okanagan Valley’s vineyards. Spring was sunny and dry with a distinct lack of rainfall in April and May. In contrast, June was rainy and windy, particularly during the flowering of the vines, causing hard “shot berries,” poor fruit set, and loose clusters. Fortunately, July and August were hot and sunny with fewer temperature spikes which caused less stress on the vines as the berries sized up. Veraison began in the central Okanagan Valley and the Naramata Bench the second week of August. It was long, lasting almost 3-4 weeks in some places, having been prolonged by the smoke blanket in late August from the Skaha Bluff fire and the slow ripening of the secondary buds. The weather stayed hot until the second week in September then cooled to a more moderate temperature. We began harvesting the third week of September, beginning with our new vineyard site in Oliver with our first crop of Sauvignon Blanc. We then commenced with the first picks of Chardonnay from the Con Vida Vineyard on the Skaha Bluff and our Auxerrois on the Naramata Bench. The weather remained pleasant until mid-October, providing a prolonged, dry hang-time that developed the grape’s mature and complex flavours. Throughout this period, we consistently brought in grapes every day until an abrupt snowfall and cold spell ended the harvest on October 21. We brought in all 150 tons successfully before this rude weather event. We are very pleased with the 2020 wines considering the logistical and labour challenges. The sugars were ripe, but not ridiculous, and the lower yields contributed to the concentration, aromatics, ripe tannins, and phenolics of the wines.

## VINIFICATION

The grapes were hand-harvested and sorted before de-stemming to ensure that only healthy grapes went into the wine. After de-stemming, many of the aromatic varieties were crushed and left to soak for several hours. The soaks were gravity fed with our bin dumper into the press (much gentler than pumping the must) and a slow, gentle pressing followed via a pneumatic press. The already flavourful juice was then gently racked from its settling tank to ferment. The must was inoculated with an aromatic-forward cultured yeast strain, X-5, to highlight the floral and spicy charm of this Gewürztraminer blend and H-RST on our Riesling ferments. Fermentation temperatures were carefully controlled through our glycol chilling system and were not allowed to rise above 16o Celsius in order to preserve the delicate aromatics of the wine. This type of temperature control also allows us to stop fermentation without excessive sulphur use in order to maintain residual sugar in the wine naturally. Each of the varietal lots were vinified separately in stainless steel. Sulphur levels were carefully managed to preserve maximum bouquet, added only after a second racking post-fermentation and minimally topped up pre-bottling to ensure a stable, consistent product. Careful taste trials determined the final blend. The wine was protein stabilized with bentonite and cold stabilized in place in our chilled tanks. The wine was 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 aromatic wine exhibits an intense nose of guava, nutmeg, and clove. This spiciness continues on to the palate and opens up with unctuous flavours of lychee, coriander and guava carrying through to a grapefruit-fresh finish. Overall, the flavours and texture of this wine are focused and intense. The Noble Blend is classically enjoyed with a tarte flambée or choucroûte, but is an excellent accompaniment to the modern cuisine of the Pacific Northwest. This coastal cuisine celebrates the bountiful seafood and plant-based cuisine of a Mediterranean climate which often is passively Asian-influenced with ginger, chili, lime and spice.

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