



haywire

The Full Story

July 2023

WINE WITH PERSONALITY



The Haywire Story

A chance drive-by of a Summerland orchard in 2005 put in motion the creation of one of BC's favourite wine producers. To hear Okanagan Crush Pad co-founders Christine Coletta and Steve Lornie tell it, the past 14 years have been a once-in-a-lifetime experience for two people who expected to ease into retirement on a small farm. Clearly that didn't happen. Before long, the old orchard was replaced with grapes and named Switchback Vineyard. When the first crop arrived in 2009, Christine and Steve proceeded to make wine in a friend's cellar just to see the results.

Haywire came to life as a tiny virtual wine brand with an offering of pinot gris and the wheels were set in motion. Haywire refers to metal wire used for baling hay, which tends to tangle in a chaotic way - with chaos perhaps being the best way to describe the journey as Christine and Steve transitioned from city dwellers

to farming and owning a winery in those beginning years.

Fast forward a few years, with some of the chaos tamed, the team sought to find a forever home for Haywire. The result of that search? The construction of their winery Okanagan Crush Pad which opened its doors in Fall 2011. The plan for this space was to share the cellar and help others enter the wine business until their own wine brands grew to fill the production space.

Now, in 2023, that day has arrived. To mark the beginning of a new era, Okanagan Crush Pad has been renamed to Haywire Winery - a change that brings with it some exciting changes, but without losing any of the renowned passion and dedication to producing top quality BC wine.

Today, Switchback is an organic certified vineyard which, along with a renovated winery, forms the

backbone of Haywire - a trusted wine new offerings. Haywire wines are debuting a lively, bold, new look with the release of the 2021 vintage. A modern tasting lounge has been constructed adjacent to the crush pad and cellar that offers views of Okanagan Lake and Switchback Organic Vineyard. Scheduled to reopen in Spring 2023, visitors will relax year-round with tasting experiences served table side in addition to dropping in to shop.

It continues to be an exciting and always-interesting journey for Okanagan Crush Pad (now Haywire). The best part of which has been the people met along the way and the discovery of Summerland as an amazing Okanagan jewel and a great place to live.



Meet the New Haywire Winery

Haywire Winery (formerly Okanagan Crush Pad) is located on a 10-acre property in Summerland, BC, known as Switchback Organic Vineyard. The winery building, located at the north-west corner of the property, is built partially underground. The design aesthetic ‘less is more’ is expressed in the state-of-the-art wine cellar with exceptional wine as the outcome. The modern concrete building has a bold graffiti mural spanning the exterior panels; the mural was installed in 2020 by Vancouver artist Scott Sueme.

Haywire’s Tasting Lounge is open to the public, seven days a week, mid-May to mid-December. (Call ahead in the off season for hours.)

The new space is scheduled to open in Spring 2023. Again, Scott Sueme’s work inspired the interior, and a few of his original pieces will be on display. “Lounge” implies a place to sit back and relax and, with new tableside service, the tasting experience offers guests an unhurried, premium experience with the ability to serve people in comfort year-round.

Reserve a Haywire Experience online or stop in for a tasting.

Learn about organic farming, the team’s commitment to sustainability, and be sure to check out the unique concrete fermentation tanks while you’re there.

Most importantly, meet the friendly team behind the wines.





Haywire at a Glance

Location:	Summerland, British Columbia, Canada
Founders:	Christine Coletta and Steve Lornie
Estate Vineyard:	Switchback Organic Vineyard in Summerland, BC. Established in 2006. Six acres planted with Pinot Gris Clone 52. Certified Organic 2015.
Leased Vineyards:	DeLongGee Family Vineyard in Summerland BC. Planted to Chardonnay and Pinot Noir King Family Vineyard in Naramata BC. Established in 1992-1997. Planted to Pinot Gris Auxerrois, Chardonnay, Merlot, Gamay, Cabernet Franc.
Winemaker:	Matt Dumayne
General Manager:	Craig Pingle
Marketing & Communications:	Christine Coletta christine@okanagancrushpad.com
Order Desk:	250.494.4445 ext 2

Current Releases

Haywire The Bub Sparkling 2017	\$34.99
Haywire Pink Bub 2021	\$29.99
Haywire Vintage Bub 2014	\$49.99
Haywire King Family Vineyard Pinot Gris 2022	\$27.99
Haywire Switchback Pinot Gris 2019	\$29.99
Haywire Chardonnay 2021	\$29.99
Haywire Secrest Mountain Chardonnay 2020	\$30.99
Haywire Garnet Valley Ranch Chardonnay 2020	\$34.99
Haywire Gamay Rosé 2021	\$27.99
Haywire Gamay 2021	\$31.99
Haywire Pinot Noir 2021	\$32.99
Haywire Secrest Mountain Pinot Noir 2020	\$34.99
Haywire Garnet Valley Ranch Pinot Noir 2020	\$39.99



Top 10 Great Reasons to Visit Haywire

- 1 Relax and unwind**
in a lounge setting with tableside service. No more jostling or standing at the tasting bar. Pull up a chair and let the tasting team bring your wines to you.
- 2 Taste then buy.**
Take your time to discover the distinct, terroir-focused Haywire wines; drop in for a quick tasting, or relax with a glass of wine before making your choices.
- 3 Enjoy food and wine with a small bites menu.**
Haywire offers a small, but thoughtful food offering that pairs nicely with your Haywire wine of choice.
- 4 Join the Haywire Wine Club**
and stay connected all year round. As a club member you are treated like royalty and offered great deals and access to private events.
- 5 Take a selfie**
in front of the stunning 120-foot-long wall mural – a beautiful, modern piece of original art installed by Scott Sueme in 2020.
- 6 Learn about “Raised in Concrete” wines.**
Take a picture with the unique concrete fermentation tanks and learn about the impact these amazing vessels have on wine style.
- 7 Meet the winery team and adorable winery pups,**
Bizou, Yukon, and Bellamey, the latest Great Pyrenees puppy to join the Haywire pack.
- 8 Let go of your stress**
by taking a walk through Switchback Organic Vineyard on a beautiful bench overlooking Okanagan Lake.
- 9 Visit the winery chickens and ducks**
to learn about the role they play in keeping the vineyard pest free.
- 10 Bring your dog**
Haywire’s tasting lounge and premises are dog friendly. Well behaved dogs on a leash are welcome to hang out in the Haywire Barking Lot patio; the team will set you up with your own table and a bowl of fresh water for fido.



Discover Summerland

Summerland is a small Okanagan town that just begs for your discovery:

- Wander down good old Main Street to discover coffee shops, restaurants, bakeries, antique stores, and a variety of unique retail offerings.
- Check out Bottleneck Drive: follow the wine route signs and visits wineries, cideries and distilleries.
- Summerland has three unique winery growing regions: Lakefront, Bench and Valley's. No other town has such amazing geographical diversity.
- Summerland is the only community in BC wine country with an operating steam train – take a ride on the Kettle Valley Railway for a uniquely fun experience.
- The town has a lovely resort and spa on the lakefront: the Summerland Waterfront Resort offers small town hospitality in comfortably appointed rooms equipped with kitchens.
- Summerland sees your dog park and raises it a horse beach! What other Okanagan town offers both? Local equestrians often take their horses this beach in the heat of summer to cool off in the lake.





Switchback Organic Vineyard

Switchback Organic Vineyard, established in 2006, is a ten-acre site located on a bench looking across Okanagan Lake to the Naramata area.

Switchback has a long farming history: parts of the original irrigation flume that carried water to area farms can still be found at the top of the site.

In 2020, Haywire changed certification and the vineyard is now part of ECOCERT, an organic certification organization, founded in France in 1991. Based in Europe but conducting inspections in more than 80 countries, ECOCERT is one of the largest organic certification organizations in the world.

What changes has this formed in Haywire's viticulture and operations?

- Where the team once used (organic) herbicides to control unwanted plants (weeds), they now fill the void with beneficial plants, such as clover, vetch, and

legumes. These plants not only feed the grape vines much needed nitrogen, but they also provide an environment for beneficial insects to coexist.

- Compost and organic fertilizers have replaced synthetic fertilizers that erode soil microbiology and decrease wine complexity.
- Synthetic fungicides that act indiscriminately have been replaced by teas and fungicides that add biodiversity, allowing the winemaking team to proceed with natural yeast ferments with greater success.
- Flower gardens, referred to as insectories, have also been planted not just for eye candy, but for their ability to host beneficial and at-risk insects. The proliferation of endangered wild bees and monarch butterflies is exciting to see.

- Chickens and ducks add to the farm's goal of being self-sustaining.

The Okanagan is blessed with a climate that allows for such practices to be applied with much success, making this transition a no-brainer.





Raised in Concrete™

Key to the success of the Haywire portfolio of wines is versatility and a willingness to explore advancements in winemaking.

The Haywire winemaking team has always had flexibility when it comes to crafting wine. It is this flexibility which has seen them embrace the extensive use of concrete vessels.

Their first six concrete tanks arrived in 2011 with the construction of the winery, making the team early BC adopters and the leaders of this winemaking philosophy in Canada. Since then, they have added more tanks, and even built their own. Today, the collection of 40 concrete tanks ranges in size from 300 litres to 5,000 litres in a variety of shapes.



Why concrete?

Concrete tanks are the perfect vessel for the lively, vibrant style of wine the Haywire team aims to make. The central Okanagan area is the ideal place for cool climate varieties such as Pinot Noir, Gamay, Pinot Gris and Chardonnay. To ensure these grapes keep their distinctive profile and terroir-driven flavours, the winemaking process is never rushed, and uses low intervention methods. The result: the creation of fruit-forward wines with a fuller-textured mid-palate and a finish that goes on and on.





Using concrete to express terroir

In 2011, when constructing the winery building, the team had the opportunity to put the very best equipment and technology into its new facility. At the urging of consulting winemaker Alberto Antonini, they conducted extensive research, and came to understand that using concrete fermenters was an old school technique that is enjoying a resurgence in today's tech-savvy world. Concrete has been used for centuries in winemaking but was more or less abandoned with the arrival of stainless steel. According to Alberto, concrete vessels are 'alive', while stainless steel offers a neutral surface for wine to interface with. So, while stainless steel tanks and oak barrels certainly have their place in the winemaking cellar, at Haywire Winery, concrete continues to be the main attraction.

Not only were the team at Okanagan Crush Pad one of the first

BC wineries to embrace concrete, in 2011 they were also the first winery in Canada to use a new type of concrete tank: six eight-foot-tall sleek black "eggs" arrived in time for their very first harvest in their new cellar. These tanks take a forward-thinking approach using temperature controlled tubing that is embedded into the walls of the eggs (the same technology as engineered for use in concrete for radiant heating and cooling). This provides even temperature throughout the tank with no parts that require cleaning coming into direct contact with the juice. With features like a manway opening at the top, a pomace port at the egg base for easy removal, racking valves, and a thermo well, these concrete eggs are perfect for making premium quality wine.

Recognizing how suited concrete is for the wines, the team added more concrete tanks from Italy the

following year, and in 2020 the team made six of its own concrete tanks for wine trial purposes.





What makes concrete so perfect for low intervention winemaking?

- **High thermal mass** - Within thick concrete walls, a fermenting wine's temperature rises and falls gradually, which is gentler on the wine. The concrete doesn't allow the fermentation to get too hot but is cool and consistent. This has a very positive impact on the aromatics of the wine.
- **Breathability** - Concrete is similar to a barrel in that it is porous and allows oxygen to move naturally through the walls and soften the wine. It's a neutral vessel, giving only a hint of minerality.
- **Aging Vessel** - Wine can be aged in oak for several months and then placed in concrete for several more months to continue the aging process without imparting too much oak into the wine. The result is a more integrated, silky wine.
- **Purity** - Concrete does a very good job of showcasing a wine's true terroir. Oak can mask those distinctions, and stainless steel tends to elevate the effect of acid in high-acid wines. Concrete doesn't do that. It doesn't add or take away or mask anything. It lets the fruit shine through and is a true statement of the place it was grown.
- **Enhanced Taste Profile** - Concrete enhances the seamlessness and integration of flavours of a wine and is more robust and velvety on the mid-palate. Concrete fermented wines have expressed bright fruit characters with fragrant aromas and retain more fruit flavours in addition to complexity.
- **Photo Op** - Hey, concrete tanks are a great place to get your picture taken. The tanks are undoubtedly an impressive showpiece in the winery.

CURRENT WINE PORTFOLIO



PINK BUB 2021

TASTING NOTES

100% old vine Pinot Blanc whole cluster pressed then fermented and aged in our large Italian concrete tanks then secondary fermentation in horizontal Charmat tanks. Daily lees stirring for three months enhanced the density and palate weight of this fresh, lush sparkling wine. A drop of red wine was added for a lively pink hue. Perfect for any occasion, pair with hot sunny days and BBQ Salmon.



KING FAMILY VINEYARD PINOT GRIS 2022

TASTING NOTES

The 2022 vintage was a cliff-hanger that ended on a highpoint thanks to a long fall. The wine is 100% Pinot Gris from King Family Vineyards on the Naramata Bench. The batch was whole cluster pressed into concrete tanks for fermentation with natural yeast and ageing on lees. Fresh pears and tropical citrus mix with Okanagan savoury notes. A satisfying wine which pairs wonderfully with a range of foods and occasions.



CHARDONNAY 2021

TASTING NOTES

100% Chardonnay was whole bunch pressed and fermented naturally in concrete tanks before malolactic fermentation and further ageing on lees. This wine delivers a succinct minerality expressive of the region. Fruit driven with excellent structure and mid palate heft. Pair with oysters or a rich halibut in a white wine cream sauce.



GAMAY ROSÉ 2021

TASTING NOTES

100% Gamay was whole cluster pressed to concrete, foudre and stainless steel vessels for natural fermentation then aged in tank for seven months to build palate weight. The results are a rosé with delicate colour and complexity. Bright, lifted raspberry and strawberry flavours with a creamy mouthfeel. A food wine with mouth-watering acidity that pairs well with pad thai or spicy Asian dishes.

Available for sale in select dining establishments, private retail stores or direct on-line at okanagancrushpad.com

CURRENT WINE PORTFOLIO



GAMAY 2021

TASTING NOTES

100% Gamay fermented in small open top tanks with twice daily punchdowns for four weeks. 75% whole cluster for increased mid palate weight. Deep rich berry fruit intertwines with a delectable herbaceousness and a silky finish that only Okanagan Gamay can deliver. Textbook. Pair with gourmet pizzas or charcuterie.



PINOT NOIR 2021

TASTING NOTES

100% Pinot Noir from four vineyards provides a snapshot of this variety from all regions of the Okanagan. 50% whole cluster and 50% whole berry, naturally fermented for an average of four weeks before being basket pressed to concrete tanks and foudre for ageing. A beautiful wine with savoury nuances, excellent palate weight and framed with soft tannins. Pairs with light protein or mushroom dishes and soft cheeses.

Available for sale in select dining establishments, private retail stores or direct on-line at okanagancrushpad.com

RESERVE WINES



SPARKLING **THE BUB 2018**

TASTING NOTES

Our Traditional Method Bub 2018 is made from 64% Chardonnay and 36% Pinot Noir grown in Summerland and Oliver. Primary fermentation was in concrete tanks, before being bottled for secondary fermentation and 30 months of tirage ageing. Dry with intensely lifted aromatics of toasty yeast notes and fresh citrus, the palate is weighty with a very fine mousse complimenting the length and excellent balance.



VINTAGE BUB 2014

TASTING NOTES

Equal parts of Pinot Noir and Chardonnay grapes grown in Oliver and Summerland were bottled November for secondary fermentation. After 5 years of aging en tirage the wine was disgorged and received further bottle aging prior to release.



SWITCHBACK **PINOT GRIS 2019**

TASTING NOTES

Estate grown organic Pinot Gris was harvested in mid-October and whole cluster pressed to concrete tanks and neutral puncheons where it fermented on native yeasts and was left on lees for 10 months before bottling, unfinned and unfiltered. The wine has a creamy mouthfeel with lively acidity and displays citrus and stone fruit characters with hallmark Okanagan herbal notes.



SECRET MOUNTAIN **CHARDONNAY 2020**

TASTING NOTES

Our Secret Chardonnay is a textbook classic of this great varietal. Whole cluster pressed, no settling of juice, no additives, natural fermentation and full malolactic conversion. Ageing in concrete tanks and amphora for 10 months on lees has contributed to a lush aromatic profile of melons, guava and orange pith. Balanced with fine acidity leaves you wanting more. Pair with carbonara or oysters rockefeller.

Available for sale in select dining establishments, private retail stores or direct on-line at okanagancrushpad.com

RESERVE WINES



GARNET VALLEY RANCH CHARDONNAY 2020

TASTING NOTES

Our first Chardonnay from Garnet is exceptional. Whole cluster pressed, no juice settling, no additives, natural fermentation and full malolactic conversion. Ageing in concrete and stainless tanks for 10 months on lees. Steely with notes of sherbet and orange blossoms, the texture is dense with a delicate fragrant lift. Finely balanced with mouth-watering acidity. Think charcuterie or mussels frites.



GARNET VALLEY RANCH PINOT NOIR 2020

TASTING NOTES

Our high elevation vineyard provides a classic Pinot. 25% whole cluster inclusion for tannin structure and complexity, 4 weeks of skin contact in concrete tanks and open top stainless steel. Hand plunged twice daily. Basket pressed to age in concrete for 10 months. Delicate and very elegant, red fruit with Okanagan sage and thyme lead to a crisp mouth watering wine. Enjoy with smoked brisket or duck a l'orange.



SECREST MOUNTAIN PINOT NOIR 2020

TASTING NOTES

Our Secret Pinot exhibits all the attributes of a high elevation Pinot. 50% whole cluster for tannin structure and complexity, 4 weeks of skin contact in concrete and open top stainless tanks. Hand plunged twice daily. Basket pressed to concrete tank for 10 months. A bramblebush earthiness combined with red fruit lead to supple mouthfeel, balanced by fresh acidity. Try with mushroom risotto or salmon.

Available for sale in select dining establishments, private retail stores or direct on-line at okanagancrushpad.com



Team Profiles

CHRISTINE COLETTA Co-Founder

Christine and her husband Steve Lornie are the founders of Haywire Winery, a family-run winery located in Summerland, BC, that is home to their Haywire, Narrative, Free Form and Bizou + Yukon labels. Christine started her working life in the restaurant industry in Vancouver where she was first introduced to wine. Years of volunteering with the wine industry sealed her love – not only of wine, but the people in Vancouver’s wine trade. In 1988 she was part of the team that designed and launched the Serving it Right program. In 1990, she was offered a job she could not refuse – to revitalize British Columbia’s tiny, floundering wine industry. She went on to spend nine years as the founding executive director of the BC Wine Institute and Wines of Canada where she was instrumental in establishing the region’s appellation system and growing market share. She then spent 14 years consulting in the field of marketing, branding and communications and had the privilege of working with many global and domestic wine brands including Wines of Australia, Wines of Chile, and the Washington Wine Commission.

STEVE LORNIE Co-Founder

Steve is an integral part of Okanagan Crush Pad, overseeing budgeting, financing, and construction – including the development of all vineyard land and new projects. Since 2013, Steve has overseen the development of the winery’s 320-acre Garnet Valley Ranch, as it made its transformation from range land to a 50-acre-plus organic vineyard. Anything that needs to be budgeted, planned, built, or repaired is overseen by Steve’s professional eye, who is no stranger to big projects. Steve spent many years in the construction and development industry, building commercial and industrial projects around the province. His last big project was the state-of-the-art Okanagan Crush Pad Winery (now Haywire Winery). He and wife Christine Coletta have few spare hours as they focus on the growth and business of Haywire, but time off finds Steve in the wilderness or spending time with family, especially his 15 grandchildren.



MATT DUMAYNE Chief Winemaker

Matt joined Haywire Winery in 2013 taking on role of chief winemaker. Matt received his winemaking training in New Zealand and has worked more than 30 vintages around the world increasing his knowledge and perfecting his craft. A harvest internship at Nk'Mip Cellars Winery set Matt's determination to make wine in the Okanagan which resulted in him making the move from New Zealand permanently in 2010. He and production winemaker, Katrina D'Costa, oversee the full portfolio of Haywire wines as well as the other winery labels.

KATRINA D'COSTA Production Winemaker

Katrina spent 12 years in the restaurant industry as a sous chef and front-of-house management. She then moved to the wine industry in the Naramata area for six years working as a tasting room manager, wine club manager and assistant winemaker/viticulture manager. Katrina started in winery tasting rooms so that she could work her way through the industry to understand and absorb as much information as possible. At Haywire, her position is held almost entirely in the cellar, though she likes to work among the vines when possible. Katrina believes the vineyard is where the foundation of wine is created, making it a place she doesn't want to stray too far from.



CRAIG PINGLE General Manager

Craig grew up in Georgian Bay, Ontario and started his career at the Horseshoe Valley Resort and has since worked in almost every hospitality role there is. Craig studied Hospitality Management at Georgian College in Barrie, Ontario.

Settling in Vancouver Craig worked as a manager of Steamworks Brewing Co, Vancouver, opened various restaurants including Rogue Wetbar and Moxies in Toronto and as general manager of Sequoia Restaurants including Sandbar Seafood Restaurant on Granville Island, The Teahouse in Stanley Park and Cardero's in Coal Harbour. Craig moved his young family to the Okanagan Valley in 2019 and worked as Director, Guest Experience at Mission Hill for three years.

He is now the general manager of Okanagan Crush Pad focusing his efforts to build a new tasting lounge and dynamic guest experience at the winery's Summerland location on Switchback Organic Vineyard. Craig loves the wine industry, learning and developing his skill sets and having fun while working hard. He lives in Peachland with his wife and three boys. In his free time Craig loves exploring BC on camping adventures, travelling to far away places, boating, golfing and BBQ's.



ANDREW RAINES Director of Sales

Andrew has been working with the industry's restaurants and boutique wine stores since 2019. While working as the Sales Education Manager at one of the Natural Product Industry's largest companies, Andrew's growing interest and passion for wine education led him to take the leap to switch industries and fully immerse himself in the world of wine. Andrew is currently finishing up his WSET Diploma certification and continues to grow and utilize his wine knowledge with a new focus on the natural and low-intervention wines.



DUNCAN BILLING Director of Viticulture

Duncan moved from Central Otago District in New Zealand to join OCP (now Haywire) in 2016 as director of viticulture. Matt and Duncan worked together for many years at Valli under the direction of award-winning Pinot Noir producer Grant Taylor. Duncan currently manages Switchback Organic Vineyard in Summerland, BC, and Garnet Valley Ranch, also in Summerland, BC.

ZOË HARRIS Direct to Consumer Manager

Wine club manager Zoë Harris is the third Kiwi to join the Haywire team. She grew up on a sheep and cattle farm near Whangamomona, New Zealand, with her first job other than the farm at the Whangamomona Hotel in the kitchen. From there she studied marketing and economics at Massey University, NZ before moving to Canada in 2017.

A few roles took her to working as a cellar hand and from there she got the wine bug, working at a couple BC wineries in marketing before joining Haywire in 2022.

Zoë has taken over the wine club and all things digital marketing and she's knocking it out of the park.

She loves website development and design and creating seamless user experiences across all platforms. She is passionate about the wine industry, the growth and changes happening here in BC, especially around measurable sustainability actions.

