

A Noble Blend

Country:	Canada	Region:	Okanagan Valley
Type:	White	Varietal:	Blend - Gewürztraminer, Riesling, Pinot Auxerrois, Pinot Gris, Pinot Blanc
Format:	12 x 750ml		

BC	AB	SK	MB
+882027	+138263		

TASTING NOTES

Colour:	Clear, pale lemon in colour.
Aroma:	Refreshing as a gentle spring breeze, the aroma is sprinkled with rose petal and reminiscent of a field of wildflowers after fresh rain.
Taste:	The palate combines heritage Okanagan orchard fruit (apple, pear) with more tropical, citrusy flavours. It opens juicy-sweet but finishes on a dry, lean, almost pithy lemon- or grapefruit-like finish with plenty of refreshing acidity.
Food:	A versatile wine with texture and layers of complexity, A Noble Blend is suited to food everywhere, anywhere, all at once even.

AWARDS & ACCOLADES

2025 ~ 93 Points. "JoieFarm A Noble Blend Okanagan Valley is a gloriously aromatic, medium-bodied white that has become one of British Columbia's most beloved and iconic wines, spinning together Gewurztraminer, Riesling, Pinot Auxerrois, Pinot Blanc, and Muscat from vineyards across the valley into a perfumed, exuberant tapestry of orange blossom, fresh lychee, rosewater, grapefruit pith, fresh tarragon, and a whisper of star anise on the finish. It is dry and beautifully balanced, with a lively, mouth-watering acidity that keeps all that aromatic generosity light on its feet and never cloying. Winemaker Richard Charnock, who joined JoieFarm after a celebrated tenure at Pentage Winery on the Skaha Bench, crafts this blend in the spirit of Edelzwicker, the traditional aromatic white blend of Alsace, a word that translates literally as "a noble blend" and gives the wine its name. A piece of delightful winery lore: the wine was originally created by founder Heidi Noble in tribute to the fact that many of the oldest plantings in the Okanagan Valley are Germanic varieties, making this wine as much a celebration of the valley's viticultural history as it is of its terroir. Serve it well chilled with a fragrant Thai green curry and jasmine rice, where the wine's floral lift and gentle spice will echo the aromatics of the dish beautifully, or alongside a platter of crispy salt-and-pepper calamari with a squeeze of lime for a casual, crowd-pleasing pairing. Drink it young and lively over the next one to two years. Food pairings: Thai green curry with jasmine rice, crispy salt-and-pepper calamari with lime, Vietnamese-style lemongrass chicken salad." - Natalie MacLean, May/2026

2025 ~ 91 Points. "The 2025 is a blend of 54% riesling, 37% gewürztraminer, Ehrenfelser, Oraniensteiner, and pinot gris, with an alcohol content below 13%. The fruit is sourced from various parts of the Okanagan, with each component hand picked, whole berry pressed, and cool fermented separately in stainless steel before blending. It is a dry white wine with classic Germanic notes of rose petals, lychee, orchard blossoms, and a hint of bitter lime zest for balance. Busy, fresh, and easy to enjoy, this wine has a long standing popularity, especially when paired with dishes like Thai green curry, lemongrass chicken, or salt and pepper calamari." - Anthony Gismondi - Gismondi on Wine, Jun/2026

2025 ~ 90 Points. JUDGES' SELECTION - Alberta Beverage Awards 2026

OTHER INFO

JoieFarm makes A Noble Blend in the spirit of Edelzwicker, a traditional aromatic blend produced in France for centuries. This wine was created out of respect for old world traditions while learning how to make wine in a relatively young, new world winemaking region.

A Noble Blend is the first wine made at JoieFarm every vintage, after more than a year of careful planning and vineyard management. Sourced from vineyards in the Naramata Bench and Okanagan Valley, the grapes were picked and sorted by hand, then destemmed, crushed, and gently pressed before a 48-hour settling period. The juice was then racked off heavy lees and transferred into stainless steel tanks. Fermentation temperatures were kept below 17 degrees Celsius and select yeasts were chosen for individual varieties to help showcase the aromatic profile of each. Grapes from each vineyard and variety are vinified seperately; in 2022 there were 30 different ferments taking place!

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