

Pacific Northwest Edition Rosé

Country:	Canada	Region:	Okanagan Valley
Type:	Rosé	Varietal:	Pinot Noir
Format:	12 x 750ml		

BC AB SK MB

+365291

Open

TASTING NOTES

Colour:	Vibrant salmon-pink.
Aroma:	Strawberries, wild rose, and hints of thyme.
Taste:	Juicy red fruit, fresh grapefruit, and lemon zest, with a creamy texture and lively acidity.
Food:	Salads, grilled seafood, and charcuterie, as well as goat cheese and dishes with strawberry or citrus.

AWARDS & ACCOLADES

2024 ~ 91 Points. BEST IN CLASS / GOLD - Alberta Beverage Awards 2025

2024 ~ 91 Points. "JoieFarm (under original owner Heidi Noble) has been making rose since 2004, long before pink became so trendy.Under new ownership they have changed the name from 're-think pink' to simply 'rose' but continued the Pinot Noir and Gamay blend. That is until this vintage when they sourced the Pinot Noir (2024 is 100% varietal) from California, due to crop loss.It has a coppery-pink hue with rose gold glints and aromas of watermelon rind, sour cherry, rosehip and orange peel. In the mouth, crab apple, pink grapefruit and tangy red berry flavours dominate. Juicy, snappy and zesty. A quaffer.Pair:Seafood, white meats, cheese and charcuterie, salads and curries or spicy chilled noodle salads." - Daenna Van Mulligen - WineScores.ca, Dec/2025

2024 ~ "Joie presents another winner crafted entirely from pinot noir sourced from Victor Vineyards in Lodi, California. This wine is delicately balanced and highly aromatic, featuring an initial burst of wild strawberries followed by citrus. The palate reveals juicy grapefruit, complemented by lemon zest and a hint of dried herbs. The textures are creamy, the acidity is vibrant, and the finish is clean. With a sugar content of 1.4 grams per kilogram, it is essentially dry and ready to pair with most summer fare." - Anthony Gismondi - Gismondi on Wine, Apr/2025

2024 ~ "The Pacific Northwest Edition label is how JoieFarm chose to differentiate their Crafted in BC (CIBC) wines from the 2024 vintage. From Lodi's Victor Vineyard, this was early picked, settled and fermented in stainless. Perfumed and tight strawberry, raspberry glides along a sleek, silken palate, with tangerine pith and peel finishing the dry finish. Very much in the joyous JoieFarm style, and really to crack into now." - Treve ring - Gismondi on Wine, Jun/2025

2024 ~ "For Joie’s 2024 Rosé, the winery headed to Victor Vineyards in Lodi, Calif. While the fruit isn’t local, this enticing pink wine retains Joie’sesprit de corps: It’s juicy and vibrant, lithe and lip-smacking. Berry and citrus aromas abound this fruity, mid-weight rosé that finishes nice and dry.Bottom line: B+.Bring on the tacos!" - James Nevison, The Province, Oct/2025

OTHER INFO

Born from an unprecedented vintage, our Pacific Northwest Edition wines are a testament to the power of collaboration and curiosity. Faced with the unexpected, we came together—across regions, across borders—to craft something truly special. Made with exceptional fruit sourced from the Pacific Northwest, these wines offer unique expressions while staying true to JoieFarm’s philosophy of balance and freshness.

Made in BC with fruit from Lodi, California

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