


GUIDE TO THE ART OF  
GOOD (HOLIDAY) LIVING







Give what you love...  
LOVE WHAT YOU GIVE



Whether you're hosting the big feast, contributing to a small get-together with friends, or just planning quiet time by the fire, we feel every holiday moment is worth toasting.



We hope this catalogue provides thoughtful and inspiring ideas for your seasonal gifts and celebrations.



**Club members receive 10% off all products and FREE shipping on orders of 12 bottles or 24 cans!**

# HOW IT WORKS

We've made shopping for wine as easy as it is to drink!

## 1. CHOOSE YOUR WINES

We've got a great variety for you to mix-and-match from, or select one of our curated holiday packs.



## 2. WRITE A GIFT MESSAGE

Sending wine as a gift? Include a complimentary hand-written card with your personalized message.

## 3. WE DELIVER. YOU RELAX.

We deliver wines right to your door for only \$25 – regardless of where you are or how big your order is.





# HOLIDAY 2022 JOIEBOX

Typically we curate seasonal JoieBoxes with our favourites wines in mind. This year, we decided to go with the most popular wines as decided by our club members.

Here's what they had to say:



## 2020 EN FAMILLE CHARDONNAY

"This reminds me of white Burgundies priced much higher. Same quality, but it's local!"

- Alannah, Vancouver BC



## 2021 EN FAMILLE RIESLING

"I can't get enough of this wine. Gorgeously balanced with excellent freshness. So drinkable."

- Sebastien, Gatineau QC



## 2020 EN FAMILLE PINOT MEUNIER

"I'm a fan of juicy reds with zippy acid and berry flavours. I prefer something lighter, cleaner."

- Jorge, Calgary AB



## 2020 PINOT NOIR

"I call this a 'gateway red' - I give it to friends who claim they don't like reds and voilà, instant converts."

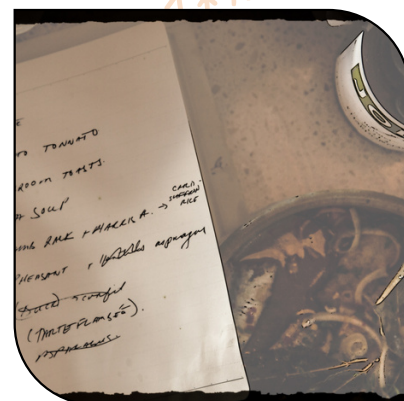
- Paul, St. John's NL



## 2021 SAUVIGNON BLANC

"Every sip tastes like absolute sunshine. It reminds me so much of our trip to the Okanagan."

- Cheryl, Regina SK



## 2020 GAMAY

"I first tried this in the tasting room. It was a gamechanger. I joined the club because of it."

- Ron, Toronto ON



**Holiday JoieBox 12 x 750ml  
\$ 358.86**



# (WINE) GIFT IDEAS

Everyone loves receiving wine, but a gift should properly reflect the occasion, the person's tastes and your relationship to them. That's why we've put together three very different offerings.



## FOR THOSE BIG CELEBRATIONS

Looking to be the best dinner guest ever? Want to find a gift of real magnificence? We have limited edition hand-numbered and signed magnums of our most popular red wine, PTG.

**PTG Magnum 1.5L**  
**\$ 78.16**

## GIVE THE GIFT THAT KEEPS ON GIVING (LITERALLY)

Treat that special someone to a wine club subscription! They'll receive three 6-packs (sent in Spring, Summer and Winter) plus get access to exclusive wines and discounts!

**Join Now**



## THE ULTIMATE STOCKING STUFFERS

Paint the holidays rosé, white and JoieFarm green with our new Festive Can Collection! This year's variety pack focuses on the classics: twelve cans each of our flagship A Noble Blend and Rosé.

**Festive Can Collection -- 24 x 250ml**  
**\$ 197.17**



# (NOT WINE) GIFT IDEAS

A nice bottle of wine is a great gift, but often you want a little extra something to go with it. Here are a few ideas featuring some of our favourite BC small businesses – don't worry, they have online shops and ship throughout Canada!



## THOMAS HAAS CHOCOLATES (VANCOUVER)

Wine and chocolate, duh. Not only do we love the tasty treats from this fourth-generation pâtissier, but we also love his commitments to his staff and the people he serves.

[Shop now](#)

## SEIS CIELO COFFEE (PENTICTON)

The founders of Seis Cielo spent 20+ years working in Honduras and source all their beans sustainably and fairly direct from the growers.

[Shop now](#)



## MUNRO'S BOOKS (VICTORIA)

Icelanders have a tradition of giving books to each other on Christmas Eve and spending the night reading. Doesn't that sound nice alongside a glass (or bottle) of wine?

[Shop now](#)



TUCKED AWAY ON A SIDE STREET IN ONE OF VANCOUVER'S OLDEST BUILDINGS, YOU'LL FIND THE VINE-COVERED COURTYARD THAT LEADS TO THE LEAH ALEXANDRA STUDIO...



Like us, Leah Alexandra draws inspiration from travel and the idea of making the earth's raw materials into something of inherent beauty and personality, something that can create meaningful connections to memories, place and loved ones.

We partnered with Leah to create a one-off, custom piece for a special JoieFarm holiday gift.

This timeless rosé pearl comes on a shining 14 carat gold necklace. The perfect add-on for that special someone.

**Pearl Necklace**  
**\$120.00**





# DREAMING OF A WHITE (SAND) CHRISTMAS?

Not everyone likes the cold – keep the "aloha" vibes going with the tropical, tiki-esque flavours of Tiny Bubbles cans!

Crack the can and unleash a wave of zesty lime and pineapple aromas that will take you poolside in Palm Springs.

**2021 Tiny Bubbles**  
**24 x 250ml**  
**\$197.17**



A blend of Oliver-grown Sauvignon Blanc and Viognier, this tropical, fruity, lightly carbonated wine is like summertime in a can!



**ALMOST SOLD OUT!**





# MAKE YOUR SPIRITS BRIGHT(ER)

Wine cocktails are always in season, but they're especially great for adding vibrant colours to holiday festivities. Our 250ml cans are perfect here since there's no need to open a full bottle!



## "BLUE BASIL"

Muddle basil with blueberries

Add 1 oz Aquavit

Pour in glass with crushed ice, swirl

Top up with JoieFarm A Noble Blend from can

Garnish with basil

## "PERSIMMON PUNCH"

Muddle persimmon

Add 1 oz Gin + tsp rosemary simple syrup

Pour in glass with crushed ice

Top up with JoieFarm Tiny Bubbles from can

Garnish with sprig of rosemary



## "THE DRUNKEN CHERRY"

Muddle Cherries

Add 1 oz dark or spiced rum

Fill with ice, swirl

Top up with JoieFarm Rosé from can

Garnish with mint





# IMPRESS THE WINE GEEK IN YOUR LIFE

Malbec is a popular grape but it's rarely grown in British Columbia. This year we released our first ever 100% Okanagan Valley Malbec and it's quickly become one of our most sought after wines.



This bolder red is the ultimate armchair accompaniment by the fireplace. A truly special occasion worthy wine.

**2020 Malbec**  
**\$39.03**

Grown on a small block of clay soil in Summerland, this single vineyard Malbec shows notes of violet, pink peppercorn, and inky blue and black fruit, balanced by an elegant and earthy frame.



**VERY, VERY LIMITED!**





# HOSTING TIPS & TRICKS

The holidays are happy but often hectic times, especially when you're the one entertaining. Here are three tips we always go by to impress guests and make life a little easier on ourselves.

## ADD COLOUR!

Contrast heavy roasted dishes with a bright salad made of mixed greens, colourful radishes and winter citrus. Find ways of topping dishes with ribbons of fresh herbs, pomegranate seeds, lemon zest, or sumac.



## USE NATURE TO DECORATE

Grab the dog and go for a trail walk. Forage for spruce, juniper berries, holly, and pinecones. Combine with things like dried flowers or citrus to make a beautiful eco-friendly wreath.

## OFFER NIBBLES TO TAKE THE HEAT OFF

The oven can take a while – a simple cheeseboard, fresh loaf of bread, and a bowl of olives is all you need to keep people distracted while the main feast is cooking.







# WHAT A YEAR!

We want to say a huge THANK YOU to all our customers, wine club members, guests and staff for an incredible 2022!







Click here to shop now at  
[www.joiefarm.com](http://www.joiefarm.com)

# FAQ & CONTACT

## I HAVE QUESTIONS! CAN YOU HELP?

Of course! We are happy to help place an order and can be reached at [hospitality@joiefarm.com](mailto:hospitality@joiefarm.com) or by phone at 250-496-0093

## HOW MUCH IS SHIPPING?

Only \$25 flat rate, regardless of order size or destination!

## HOW OFTEN DO YOU SHIP?

We ship five days a week, Monday-Friday and provide tracking info.

## DO YOU DELIVER EVERYWHERE IN CANADA?

Yes! We offer temperature-controlled shipping with ATS, although occasionally have to use Canada Post for more remote regions.

## HOW LONG DOES IT TAKE?

Keep in mind we can't control the weather, and things take a little longer around Christmas. On average, BC deliveries generally arrive in 3 business days. Alberta in 5 days. For Prairies/Eastern Canada allow at least 7-10 business days.

## WHEN IS MY LAST DAY TO ORDER ?

To give your wines the best chance of arriving in time for the holidays, we recommend placing your order by the following dates:

EAST COAST + CENTRAL: DEC 11

ALBERTA: DEC 14

BRITISH COLUMBIA: DEC 18

**Please note the JoieFarm office will be closed from  
December 23rd - January 3rd.**

**All emails and voicemails will be returned after the break.**