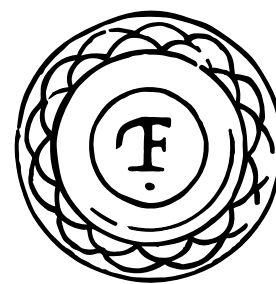


FOLKTALES

SPRING 2022



www.folktalewinery.com // 8940 Carmel Valley Rd., Carmel, CA, 93923





Letter from Greg...

The one constant is change.

This idea that things are always changing can be pretty unsettling and stressful, and the effects of the pandemic sure haven't helped. While Folktales has always been an ever-evolving place and business, this past year has really been "extra." I was recently asked about how I manage to not get overwhelmed. I joked that being overwhelmed is my only state of being, so it looks natural, but there are a few things that keep me from flying off the rails. I've needed these coping skills a lot lately, so I wanted to share them with you.

The main force that keeps me focused and inspired is Madigan. She knows when to make me stop running, and coming to a full stop to access is incredibly productive. It's hard to look at the road ahead when there is a fire in the passenger seat. You have to stop the car. When I feel overwhelmed, it's because I'm reacting and not being proactive. For me, that full stop usually means canceling my morning, driving slow down to Big Sur, and having lunch looking out across the ocean. I have no cell service, no computer, no one with me, and the vastness of the ocean and redwood trees makes me feel like everything else is less significant. It calms me, and by the time I'm back, I have a plan to deal with the fires, set a course forward, and get back on track. It separates working hard from working smart.

The other thing I do is remind myself about R.E.A.C.H.. One night, about 10 years ago, I stayed up all night (in a Jerry Maguire kind of way) writing a manifesto. By the time the sun came up that morning, I had a set of intentions that have become the core values by which Folktales businesses, and my life, are guided. R.E.A.C.H. stands for Respect, Evolution, Adventure, Character, and Humility.

RESPECT is having due regard for people and ideas. Golden Rule stuff.

EVOLUTION is constant change. People and businesses need to adapt to survive and grow.

ADVENTURE is an attitude. Embracing change and ambiguity is the only way to enjoy the ride.

CHARACTER is a reflection of your heart. Kindness and forgiveness feeds honesty and trust.

HUMILITY is strength and happiness. Being thankful for what you have and celebrating others.

When I put things through this filter, I am able to re-prioritize and better identify what is important. It helps me understand why I'm doing something. When I ground myself in the "why" then the goal is clear and motivating.

Ultimately, the world around us is never going to stop changing, and this year is shaping up to be another bumpy ride. We hope Folktales can be a reprieve for you, a moment to pause and enjoy a bottle of wine with someone, a place to come relax and be grateful.

Oh wait...is that smoke coming from the passenger seat?

-Greg



Le Mistral

THE STORY BEHIND THE LABEL

Have you ever really looked at our Le Mistral wine labels?

Le Mistral is named for the Provençal Mistral wind, a cold and dry strong wind in southern France that blows down from the North along the lower Rhône River Valley toward the Mediterranean Sea.

Our whole line of Le Mistral wine is done in the Rhône style, and we pay homage to the region, as well as show appreciation for our own coastal wind that blows through the Salinas Valley region and blesses us with the right conditions to grow such magnificent fruit.



SEVENTH & DOLORES Chef Ray

Seventh & Dolores was our first restaurant in Carmel-by-the-Sea, opening in the summer of 2017. Chef Raymundo Aquino Jimenez was part of our opening culinary team. Now in our 5th year, we have been honored to be at the James Beard Foundation, with a Top 100 Restaurant Award from Wine Enthusiast, and recognition from Michelin...and Chef Ray has been there for it all. His passion, dedication, and creativity have been a foundation on which 7D's success has been constructed, so we are very excited to celebrate his promotion to Head Chef. Raised in Oaxaca, Mexico, he learned his mastery of meat growing up in his father's butcher shop, and a mastery of flavors in the restaurants of Oaxaca, one of the most exciting food cities in the world. A classic background for our modern steakhouse. Both creative and collaborative, Chef Ray is the type of head chef that puts hard work over ego. It is craftsmanship over artistry. No one will out work him in the kitchen, and his humility pushes him to keep evolving. He is more than a great chef, he is a great person.

We believe that Seventh & Dolores has never been in better hands, but the truth is that Chef Ray's hands have been guiding 7D from the beginning.

(831) 293-7600. www.7Dsteakhouse.com
7th Avenue & Dolores Street Carmel, CA 93923

@7dsteakhouse

SPRING NEW RELEASES:

2021 FOLKTALE SAUVIGNON BLANC

250 cases produced

Cedar Lane Vineyard
Arroyo Seco AVA,
Monterey County

12.6% Alc. by Vol.
3.17 pH
7.4 g/L TA

Sauvignon Blanc is world famous for its aromatic intensity, lively acid, and ability to pair with some truly delicious dishes. Flavors can range from grassy to white peach, depending on the region and style of wine. For us, we aim to let our Arroyo Seco terroir express itself and luckily for us, our Sauv Blanc provides just that with loads of flavor to boot, including gooseberry, lemongrass and melon. Harvested from the sandy and cobblestone-y Cedar Lane Vineyard in Arroyo Seco on 9/24, the grapes were promptly transported to the winery where they were gently crushed and racked to tank. Fermentation lasted 3 weeks, allowing us to preserve the lively aromatic profile Sauvignon Blanc is so good at producing. Enjoy as cold and as often as possible.



2020 CENTRAL COAST RESERVE PINOT NOIR

465 cases produced

Escolle & Eden Rift Vineyards
Central Coast AVA

13.2% Alc. by Vol.
3.53 pH
6.4 g/L TA

The harvest date of Pinot Noir at Escolle Vineyard in 2020 was our earliest yet; partially due to the dry conditions 2020 brought, making the grapes mature a week or so earlier than normal. The other factor was the lightning-induced River Fire, which broke out on Aug 16 and quickly spread across the Santa Lucia Highlands within days. This unprecedented fire caused major concerns about what the smoke might do to the flavors of the wines both the wineries and vineyard owners were all working so hard all year to create. Even simple things like sampling grapes became a challenge with access to vineyards. Stress abounded and we needed to act fast if we wanted to make wines. All that taken into consideration, we made the decision to pull the Pinot Noir early. We also made the hard decision to not pick grapes from Tondre Grapefield, a vineyard that has been part of our winemaking portfolio for years, solely due to smoky flavors. To make up for the lack of fruit, we purchased additional fruit from the Eden Rift Vineyard in the Cienega Valley, over a ridge from the smoky Salinas Valley. This decision allowed us to produce our Reserve Pinot Noir in a similar style as our SLH Pinot Noir might be in most years. Our blend is composed of individual natively fermented small batch lots of Pinot Noir from 5 individual blocks. The blend was put together in April 2021 and bottled in December 2021. Notes of baking spice, black cherry, violets and damp earth.



2021 FOLKTALE ROSÉ

268 cases produced

Patricia Lane Vineyard
Arroyo Seco AVA, Monterey County

12.5% Alc. by Vol.
3.54 pH
7 g/L TA

Patricia Lane Vineyard is a vineyard that was established on soil that has been lovingly farmed for decades. In 2018, the decision was made to redevelop the land and re-plant the vines, creating a vineyard that is dedicated to Chardonnay and Pinot Noir on the Arroyo Seco alluvial deposits. It is on these soils that these varieties like Pinot Noir and Chardonnay do so well and produce some amazing results. We were so excited to harvest the Rosé from this site, as this was the first harvest of the vines. Pinot Noir was picked in early September and gently pressed in our basket press. The juice fermented in stainless steel and aged for a month before being bottled the first week of December. This Rosé represents the first of many years to come for this new and exciting new site. Enjoy with your favorite spread of cheeses, on your next picnic, or a lazy Sunday afternoon of your choosing. The rhubarb, guava and strawberry notes don't disappoint.



2020 JOSEPH'S BLEND

1,100cases produced

75% Grenache, 25% Syrah
Arroyo Seco AVA

13.5% Alc. by Vol.
3.64 pH
5.7 g/L TA

Our Rhône-style red wine blend we termed Joseph's Blend is and continues to be a phenomenal red blend that seems to get better every year. From the onset, the Le Mistral brand was established to pay homage to the cold, northerly winds that blow down the Rhône valley each day. These winds cool the air around the vines while the sun warms the sandy soils. This unique contrast is only found in a few parts of the world, and the Arroyo Seco is one of them. In this year's iteration, we have a slightly higher percentage of the thick-skinned Grenache, bringing lively strawberry and cherry flavors to a wine with backbone and structure. The French had hundreds of years to figure things out, and we're lucky to be able to piggyback off their trial and error. Enjoy this red blend with most meat dishes or hearty veggie fares and trust me, you won't be disappointed.



2021 MUSCAT HAMBURG (DESSERT)

130 cases produced

Joullian Vineyard
Carmel Valley AVA

10.2% Alc. by Vol
110 g/L Residual Sugar

There are many types of sweet wines, each having their perfect time and place to drink them. Think port or sherry after a nice meal. We wanted to create a dessert wine that had lively fruit expression with balance and finesse. Muscat tends to be an obvious choice since it has intense floral notes, with a nutty finish and sweetness to boot. Muscat is a unique variety, in that it can range in flavor profile between each of the few hundred types of clones that exist (there are literally hundreds!). In 2021, we worked with a special clone called Muscat Hamburg or "Black Muscat" which is not widely planted in the USA. Being a red variety, the color of the wine is slightly tinted due to the limited skin time while being pressed into juice. We fermented the wine in tank before stopping the fermentation with just the right amount of residual sugar in tank. The wine was fortified with brandy to provide balance, and it will be a great addition to an after-dinner cheese board or, if you're willing to step out of your comfort zone a little, with your next Sunday pancake feast. Expect flavors of rose petals, honeysuckle and raspberry.



2021 PIQUETTE

240 cases produced

Monterey County

7.2% Alc. by Vol.
3.62 pH
5.6 g/L TA

If you're like I was about a year ago, then you aren't likely too familiar with Piquette. Like many things in the wine world, winemaking ideas often get bounced around a bit, falling into and out of fashion. Piquette is a classic example of that - it's a wine that was traditionally made by and for the farmer and winery workers out of the leftovers (pomace) of the winemaking process. Because of that, most of it was consumed on site, and never bottled and sold to customers. The winemaking is quite simple - in essence, post pressing of grapes (when skins are typically composted) water is introduced, rehydrating the skins. There is often a touch of sugar left, and it's this sugar that is fermented into a lower-alcohol type wine. Before you start thinking "why doesn't everyone do this?" or go decide to start calling wineries for all their green waste, Piquette is very thin and lean and may not be for everyone. Alcohol inherently adds lots of structure to a wine, and concentration from the grape juice adds even more. That being said, it's a fun wine and is really pretty delicious if you're willing to try something new. And if you like sour beer or kombucha, you're going to fall in love. Slightly spritzzy, this wine should be served chilled and is perfect enjoyed under a shady tree. It's got loads of flavors of guava, violet and black tea.



The Best Time to Drink Your Wine?!



The Ebb & Flow of Haliotis

One of the things that I love most about wine is how unique it truly is. Even if we did our absolute best to replicate a wine, it's impossible in the way we choose to make things. Sure, wine can be manipulated and altered in a way that makes it taste the same year in and year out (think many of the bottles you buy in a grocery or liquor store), but it's taking the nuance and vintage variation out as well (and its soul).

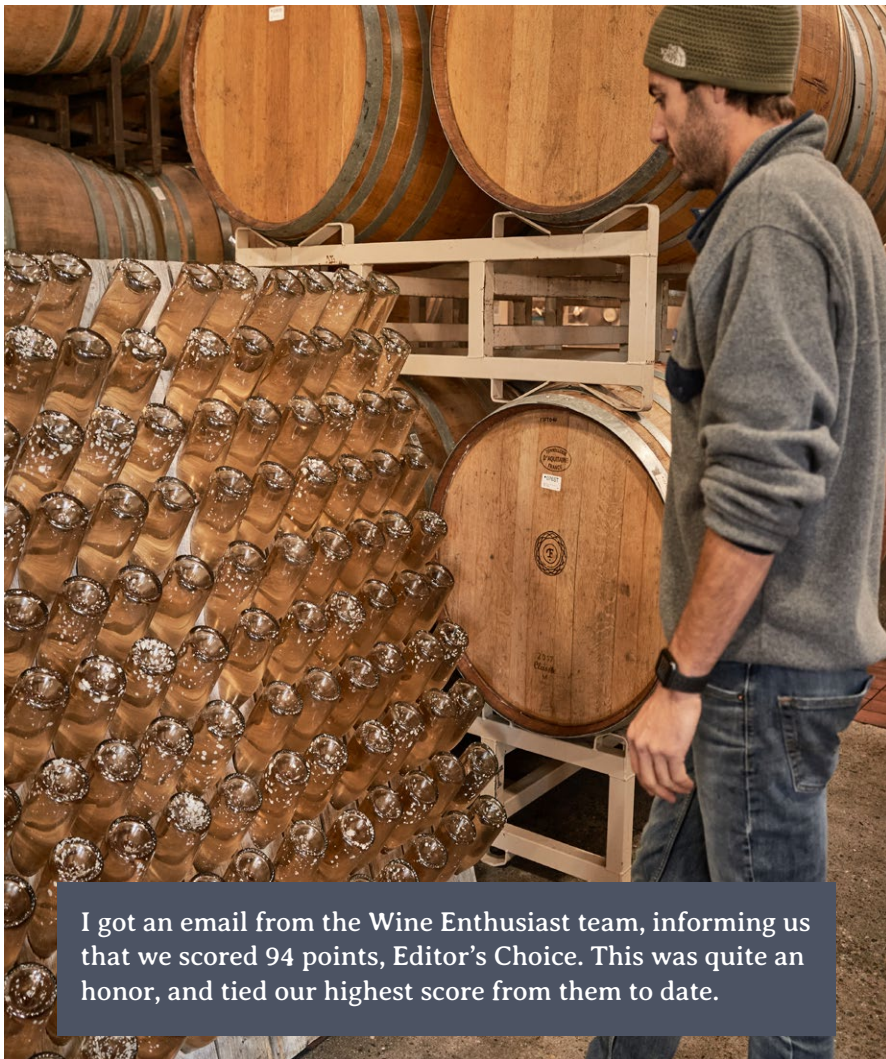
Our philosophy of winemaking encourages these things to be as expressive as possible, even if that means that it can't be replicated. When we sought out to create a sparkling wine from the grapes at Folktales and had our crazy idea to age the bottles in the Monterey Bay, we had no idea just how unique it would turn out to be.



Go back to the spring of 2020 when the pandemic was just a baby. We, like many of you, had a bit of extra time on our hands. When not scouring the internet for toilet paper or discussing "Tiger King", I came across a story of some Champagne that was discovered in the Mediterranean Sea. As you might recall in a previous newsletter, we took the idea and made our attempt at the wine, but using the Monterey Bay's influence. We wanted to make the wine in a way that had as little disturbance on our fragile ecosystem as possible and partnered with the Monterey Bay Abalone Company to do just that. They have been farming under the pier in Monterey for decades, and using their cages suspended below the pier would do no harm. We threw dummy bottles in the bay to test their ability to remain intact and used food grade wax to seal them even better. Just like taking the extra effort to farm grapes organically, where efforts may never be fully appreciated, for us it's about going the extra mile even when no one's looking.

Fast forward to the summer of 2021, we retrieved the bottles with the help of the Abalone Company, and threw any tag-a-long creatures back into the bay. Inevitably, there were some octopi that had found refuge in the bottle tubes and we made sure to carefully look for them and gently place them back in their home. Biologists outnumbered the rest of the team, with the full Abalone Company and our very own, Nat Wong, all there to ensure the viability of our rescue efforts. All seemed like it had gone to plan, and without a hitch.

Excitement built in anticipation of sharing this wine with the public, and careful planning went into the release party. If omens were a thing, then the power going out at Folktales mere hours before this party was something to take note of. While checking email from a co-worker's cellular hotspot, I got a 5-page letter from the California Coastal Commission (the regulatory organization that focuses on



I got an email from the Wine Enthusiast team, informing us that we scored 94 points, Editor's Choice. This was quite an honor, and tied our highest score from them to date.

protection of habitats and public access and views of the coastline) who apparently heard about our project. Needless to say, they weren't pleased, and threats of fines and litigation were mentioned. The whole team was fairly deflated right when we were supposed to be sharing our joy and passion with you all. We had gone to great lengths to go the extra mile and this was a tough blow. I completely understand their point of view, as not everyone who uses our ocean takes as much care as we did. We also didn't ask for permission first, which was the one mistake we did make, and something I take full responsibility for. We should have asked for prior approval, but we were assuming to be allowed to use the permit of the Abalone. In their letter they essentially said that prior approval would be needed before any permits would be granted, but also said that this would never be permitted - shutting the door for good on future projects. It seems like in this case, asking for forgiveness was the only option. I eventually wrote them a letter to apologize and vowed to not continue the project without prior approval.

After a few weeks, we were back in the swing of things, and harvest was upon us. We discussed continuing the Haliotis project for 2021, (just without the ocean influence part) ultimately deciding to continue making it. I decided to send a bottle to Matt Kettmann, the Central Coast wine reviewer of the Wine Enthusiast on a whim, hoping he might find it favorable. As many of these sorts of things go - we didn't hear back for a few months, and I assumed it was too small of a production for him to review. One day a few weeks ago, I got an email from the WE team, informing us that we scored 94 points, Editor's Choice. This was quite an honor, and tied our highest score from them to date. We were all pumped up, and once again on cloud 9. For our first attempt at a Méthode Champenoise sparkling wine, we couldn't have asked for a better result.

The last chapter of this saga came a few weeks ago - another friendly letter from a legal department. This time it was from a winery in Paso Robles with a strikingly similar name to Haliotis. Apparently, they trademarked the brand name "Haliotide" in the summer of 2020 and asked us to cease and desist all operations under the "Haliotis" name. Since we've already had our bubble popped with aging the bottles in the ocean (don't worry, the other winery wasn't doing that either), we were already having discussions about renaming the wine, but this just sped that process up. Our goal was to create a delicious wine with an incredible story, and we achieved just that. And, even if we wanted to, there will never be another Haliotis.

-Folktales' Winemaker, David Baird



From the Kitchen Chef Justin Robarge



NEW BRUNCH MENU

We are very excited to present our new all day Brunch menu, which combines all of Folktales' most wanted items as well as some new seasonal additions. We will start with the Folko Moco! This classic reimagined with the addition of roasted local chanterelle mushrooms as well as a sous vide 63° egg topped with wild mushroom gravy and crispy onions. Rise and Roam bakes our fresh biscuits every Sunday morning, and we serve them with Italian sausage gravy.

After a couple rich dishes we've lightened it up a bit with a delicate, delicious, and all around beautiful parfait - Basil mascarpone, fresh blueberries, granola, coconut yogurt, lemon foam and agave syrup.

I hope that we've enticed you to join us and try some of these seasonal additions while they last!

-Chef J.



Employee Spotlight

Nat Wong and the Hunt for Wine Quality

Can a glass of wine be a life-changing experience? It was for me.

In the Spring of 2018, a profound glass of Cabernet Franc in the Loire Valley gave me the confidence (or insanity) to switch careers from ornithology to winemaking. Later that year, I began pursuing my new vocation at Folktale Winery, as a Harvest Intern. Currently, I am the Enologist for our winemaking program.

I am involved with all aspects of wine production, from when the grapes arrive on the crush pad, to managing fermentations and barrel aging, and eventually bottling. As the Enologist, my primary responsibilities are based in the laboratory, performing various analyses on juices and wine to ensure a quality product. Common measurements for free sulfur dioxide, titratable acidity, pH, residual sugar, and malic acid are taken using titration and near infrared spectroscopy. As wine is a dynamic, complex matrix, my job is to take a snapshot of juice and wine to make sure they are evolving according to our desired style, and to catch potential issues early and implement a mitigation plan.

Our goal is to produce the best wine possible, given the fruit development,

climate, and resources that are unique to every vintage. It can be challenging to translate vague marketing terms, such as “terroir” and “minerality” into meaningful reference standards. By designing bench trials, using dilute solutions of fining or addition products with small samples of wine, we can assess potential changes before committing to actions on a large scale. While math, chemistry and microbiology are critical disciplines, the Enologist’s most powerful analytical tool is their nose. Performing regular sensory evaluations is imperative to managing the organoleptic profiles you will sense in the glass.

I am still very passionate about birds, promoting Folktale’s vineyard ecology by maintaining and monitoring our barn owl boxes. I am also a falconer, and after grape sampling, I enjoy hunting in the vineyards with my red-tailed hawk as the sun rises. During the 2020 Harvest, I created a new wine label: Blade & Talon, featuring rare grape varieties, vinified with cosmopolitan techniques. They are available for tasting and purchase in Provisions (www.folktaleprovisions.com).

Thank you for trying our wines!

-Nat



Featured Artisan

Tea Huntress, Sarah Scarborough



The Art and Ritual of Tea

Tea Huntress shares the art and ritual of tea through a quarterly membership offering seasonal rituals and clean teas, custom tea and botanical formulations and educational events, retreats and Tea Ceremonies. Whether for medicine, meditation or as time to slow down and recenter, tea cultivates moments of stillness and beauty. It feeds your body and your soul and brings you into peace and harmony.

Sarah has curated three custom teas for Folktale Provisions, including: Organic Immortal Leaves, Old Grove Monkey Loose Leaf Red Tea, Organic Loose Leaf Milk Oolong. Shop this exclusive tea range in our Folktale Provisions store or online www.folktaleprovisions.com

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