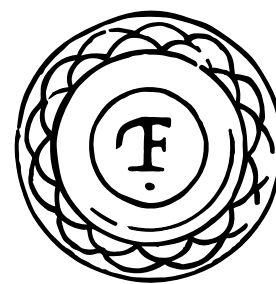


FOLKTALES

WINTER 2022



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





A Message from Greg and Madigan

First, an apology. Production problems for this Winter Folktales forced us to make this a digital only issue. So, know this is not a permanent change. We expect to be back in print for the Spring 2023 issue.

The problems we had printing this issue were an appropriate ending to a year full of unexpected surprises. Problems with the workforce, supply chain, and inflation, affected by war, trade relations, and climate all converged into a 2022 that was a roller coaster ride for lives and businesses alike. These challenges made me think about one of our core values at Folktales: Adventure.

When we discuss Adventure, there are three key things we focus on.

1. **Have a positive attitude.** We believe that positivity is powerful magic when presented with challenges.
2. **Adapt and Act.** Some people do well with sudden change, and others do not. Unfortunately, change is inevitable. Sometimes it is slow, but lately change has been sudden. Our ability to adapt and act has helped us be successful.
3. **Enjoy the Adventure.** That's not easy when things are not going the way you planned, but those moments are when we learn...and then improve.

There are too many things going on in our lives and in the world that can get you down. Expressing frustration or sorrow is normal, but the faster we can find the opportunity, adapt and act, the sooner we can enjoy the adventure again.

From the entire Folktales Family, we want to thank you for a wonderful year. We have so many exciting things planned in 2023, specifically for our members. We can't wait for the new year to begin and look forward to enjoying a new adventure with you.

-Greg & Madigan



The story behind the label

Lion for Real

"I named it after Ginsberg's poem, 'The Lion for Real.' The whole album is this crazy funky jazzy recording that is the epitome of a beat poetry album, but the title poem reads like a fable about going crazy."

"I came home and found a lion in my living room. Rushed out on the fire escape screaming Lion! Lion!"

WINTER WINE RELEASES:

2022 THE CHILD



335 cases produced

**Mission Ranch Vineyard
Arroyo Seco AVA**

**11.7% Alc. by Vol.
3.17 pH
9.4 g/L TA**

Inspired by the classic Portuguese Vinho Verde wine, our take on this zippy, fresh, and light wine also uses the Albariño grape widely planted in Portugal. Our goal was to make a wine that was refreshing and easy to drink with a slight spritz requiring just the right balance of CO2 and citrusy flavors. If you're not careful, this wine might just transport you to the Portuguese countryside and put you in a state of relaxation.

The Albariño was harvested September 2 and fermented in Stainless Steel tanks for two weeks before spending a few weeks to settle the tank and prepare for bottling. Making a wine like this requires freshness and fermenting and bottling a wine in seven weeks is one of the quickest I've ever completed as a winemaker. Enjoy this fresh and youthful expression from an amazing vintage.

2021 RIESLING

752 cases produced

**Santa Lucia Highlands AVA
Monterey County**

**13.4% Alc. by Vol.
3.28 pH
7.2 g/L TA**

Riesling for us has become a bit of a habit you can't quit. It hasn't always been a part of our wine portfolio but tends to make appearances from time to time. Partly to blame is where we make wine - Monterey County. This region does an amazing job growing some of the world's best white wines due to the cool nightly climate and soil diversity we have. It also happens to be one of the few white varieties that ages wonderfully for decades. We hope you'll agree that this wine deserves a spot on our menu and we hope you enjoy this wine for years to come.

The Riesling came from two vineyards in the Santa Lucia Highlands both within a mile of each other on River Road. Grapes were directly pressed and fermented in stainless steel as cold and slow as possible before we continued to age the wines in the tank until bottling. For Riesling, time is a benefit - so a prolonged tank aging allows the flavors to mature a bit before getting ready for consumption.



NV THE LION FOR REAL, 5-YEAR SOLERA

167 cases produced

Monterey County

**13.7% Alc. By Vol.
3.81 pH
5.6 g/L TA**

The Solera is a wine born out of true passion. If you've followed us for a while, then you're familiar with how unique this wine truly is. At its core, this is a skin fermented white wine that is a blend of every vintage since 2017. We're making this in a Solera-style, where each year we blend in a fresh, young vintage giving the wine vibrancy and an aromatic boost. But, on the flip side, having a significant aged portion allows for the wine to express itself in a more mature way, blending itself beautifully into many food pairings you might throw at it. It's more diverse than you think, and being unfinned and unfiltered means that you're tasting the wine in its natural setting- just as Mother Nature (and we) intended.

Components from the 2021 portion consisted predominantly of Chardonnay from Massa Estate in Carmel Valley - an organically farmed vineyard in the Santa Lucia Mountains. The grapes were destemmed and natively fermented in small open top tanks. Pressing in our basket press took place once the fermentations wrapped up and the wine was racked to neutral French oak to age. Blending of the 2021 portion and the solera took place just before bottling in June 2022.



2021 PINOT NOIR

925 cases produced

Monterey County

**13.0% Alc. by Vol.
3.61 pH
5.9 g/L TA**

Pinot Noir to us has really become a bit of an identity of ours. We pride ourselves on making as much Pinot Noir from this region as we can, and working with 13 Pinot Noir clones gives us more diversity than we sometimes know what to do with! Just kidding, but it does allow us to make different styles of this amazing wine. This Pinot Noir is in the light and fresh "camp." It was made intentionally different from our other Pinot's - shorter fermentation and maceration times, no new French oak, and slightly more natural acidity in the grapes. Add these things up, and you get a wine that's fresh and light, yet has spice and a soft forest floor backbone. It's ready to drink now and will be a great addition to any holiday feast you might have on your calendar.

Individual components of this blend were hand picked and natively fermented in small open top fermenters. For all our small lots, we use our basket press to gently extract juice from the fruit while not extracting harsh tannins and bitter flavors. Aging took place in neutral French oak and aged until bottling in November of 2022.



2020 BROSSEAU SYRAH

145 cases produced

Monterey County

**13.2% Alc. by Vol.
3.54 pH
6.3 g/L TA**

Brosseau Vineyard in the Chalone AVA sits in one of the most unique terroirs of Monterey County. It straddles the San Andreas Fault line that runs up and down the coast range bringing some of the most unique and diverse soils. Brosseau sits on a layer of 8" thick limestone that runs through the vineyard, lending a higher acid in the grapes and eventual wine. Chalone is a hot location, but paired with this higher level of acid make for an ideal site for growing Rhone grape varieties such as these.

As has been done in the Cote Rotie region of the Rhone Valley for centuries (and Folk Tale for the last three years), we co-fermented a field blend of Viognier and Syrah together - both being picked on the same day and fermented together. Adding about 5% Viognier adds a soft aromatic layer to the Syrah which at times can be broody, musty and have dark fruit flavors. Viognier also helps stabilize the color and enhance the dark inky nature of Syrah.

Native fermentation took place in small open top fermenters, with daily punchdowns. The grapes were basket pressed before being racked to French oak for aging and bottled in Dec of 2021. This wine is meant to age gracefully, and will do so for at least 15 years from now.





OUR FAMILY OF WINES



From the kitchen

Chef Justin Robarge is bringing dinner service to Folktales - so please stay tuned!

A few years back my family and I started a yearly tradition of making **Hoshigaki or Japanese dried persimmons** together. At their most basic, Hoshigaki are Hachiya persimmons that are peeled and hung until they shrivel and a natural sugar coating forms on their surface.

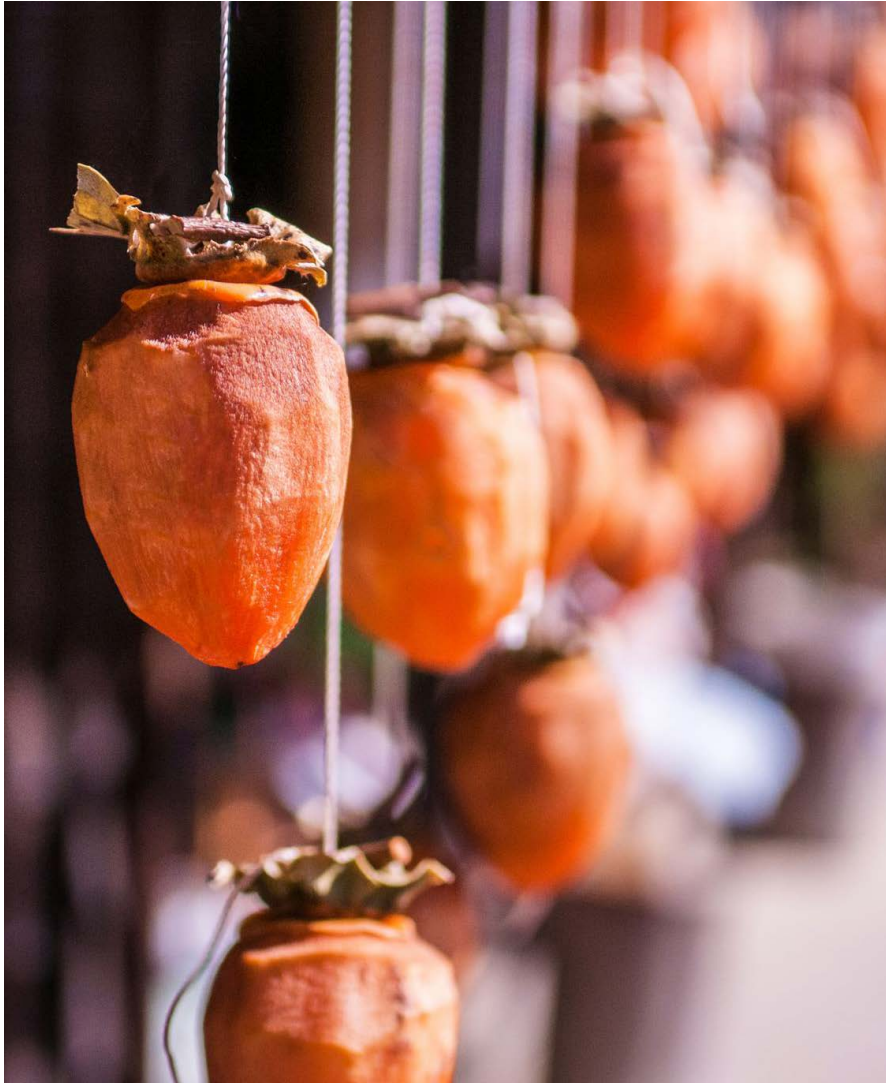
To do this you will need the following: twine or string, a vegetable peeler and a nice place with good airflow and humidity to hang them.

The instructions are simple but you do have to show them a little love everyday! First do not touch the persimmons for the first week, but after that give them a quick massage daily to break up the insides. Make sure you wash and dry your hands very well before touching so that you don't get any mold or bacteria on your Hoshigaki. Be careful massaging the persimmons so that you don't break the skin that has formed on the outside. Continue to massage until sugar starts to bloom. The whole process usually takes 4-6 weeks. If you don't see sugar development it might be because there is too much humidity. They will still be delicious on salads, desserts, as a snack etc...

We are still in persimmon season and there is still time for you to start your own Hoshigaki!

Bon appétit and good luck,

Chef Justin



New in Provisions

Our pantry is now stocked. We have everything you need for a perfect holiday snack board - organic jams, honeys from the Bay Area, Sjaaks vegan chocolates, Japanese peanuts, candied nuts and golden California figs.

Shop online at www.folktalesprovisions.com



Folktales Provision Chutney



Pharmer Bread



We Love Jam



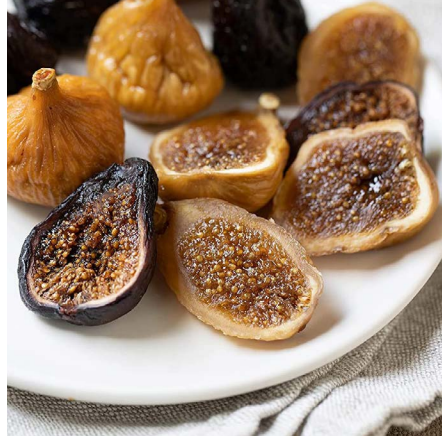
Old Grove Golden Monkey Loose Leaf Tea



Organic Candied Nuts



Sjaaks Vegan Chocolates



Organic California Golden Dried Figs



Marshall's Farm Honey

Featured Artisan at Provisions

Artifact

A small, vibrant team of artisans in Omaha, Nebraska, ethically and resourcefully hand make our custom canvas aprons. With these you see and feel that they are meant to last and that they carry the pride of their makers.

It's this gorgeous reminder that incredible craftsmanship takes time, effort and so much love. "I love vintage denim and canvas shop aprons and have collected them for years. You'd think that since they were made "back in the day", they would be built to last. Surprisingly, not really. We would tear through them in a hurry if we wore them daily in our studio. "I designed workshop aprons we wore in our studio based on elements from my favorite vintage aprons... even down to the label, but I used heavier weight materials, heavier thread, and I even riveted areas that could use more reinforcement. I also used the finest quality leather." Chris Hughes, owner of Artifact.



Pop in store and use your wine club discount.

www.folktalesprovisions.com

FOLKTALE
PROVISIONS

ROAM

ROAM is finally open so please join us downtown Carmel-by-the-sea.

Launched in February 2020, **Rise + Roam** opened just as the world was closing down. After 30 months of growing our bakery, we decided it was time to reopen the dining room. Inspiration was ignited by our diverse backgrounds.

A team of Asian-American and Latin-American partners took our favorite foods from our grandmothers' kitchens and found the marriage of flavors as soulful as the inspirations, but fresh and new. A true celebration of California's melting pot? And thus we began to ROAM.

ROAM is a mash-up of the culinary and cultural influences that represent the melting pot that is California.

Folk Tale Group founders, Greg and Madigan Ahn, grew up in Los Angeles surrounded by the diverse flavors and cultures that inspired Roam. Adding kimchi to our tacos, or Tapatio hot sauce to our dim sum, was innovation led by the convenience of what was in our refrigerators. The mash-up of flavors happened in our homes, during pre-shift family meals in restaurants, and eventually onto restaurant menus.

With a talented and collaborative team, we are extremely excited to share our flavorful and fun ideas of comfort food. Adding to Folk Tale Winery, **Seventh & Dolores**, and **Rise Bakery, Roam Restaurant** is our most personal concept. We hope you enjoy it! - Greg and Madigan Ahn

www.riseandroambakery.com

  @riseandroambakery



Rancho Cielo

"We want to share a little bit about our partnership with Rancho Cielo, an organization that aligns with our values. We believe in the work they are doing. One of the many projects is our son, James, making traditional chili oil and making sure the proceeds go to Rancho Cielo, we sell it at Folk Tale Provisions, of course" - Madigan Ahn

Rancho Cielo is a comprehensive learning and social services center for underserved and disconnected youth in Monterey County. And their goal is self-sufficiency, and the self-esteem it generates, for all young people.

Please visit their website to see the good work they are doing.

www.ranchocieloyc.org

