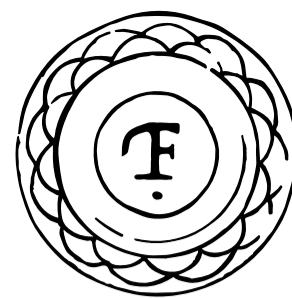


FOLKTALES

SUMMER 2023



FolktaleWinery.com • 8940 Carmel Valley Road • Carmel • CA 93923





Letter from Greg & Madigan

At last, this summer seemed to take forever to arrive. With nearly 80 trillion gallons of water falling on California this winter, I was starting to grow gills and webbed feet. But here it is, all warm and pleasant, and hopefully, all that rain will make it a wildfire-free year. Woohoo!

I wrote in our last issue about the many plans we had on the calendar this year. I'm happy that the Bacchus Wine & Food was a great, sold-out success, and the classes have been popular. I hope many of you will attend the Live in the Vines Summerfest on June 18 when this newsletter is received. This is the beginning of what we hope will grow into a full-day or multi-day music festival at Folktales. It will kick off a summer full of concerts and events, so please reserve your spots and come enjoy your winery.

One of the things I'm most excited about this summer is our new space in Carmel-by-the-Sea. The small building behind our popular downtown restaurant, Seventh & Dolores, has been mainly used for private dining and events. Called the Annex, it is an extension of Seventh & Dolores, and the food menu offers some familiar items; however, the soul of it is

very much Folktales, featuring wines made at Folktales Winery, including Le Mistral, Ventana Vineyards, Common Thread, and Blade & Talon. Members will enjoy their discounts and benefits at the Annex, so we hope it will be another way for everyone to enjoy and discover Folktales. It offers a comfortable, modern interior with a fireplace, bar, and a wraparound patio with firepits and heaters outside.

I don't love the heat, so I plan to spend much time at the Annex this summer enjoying Carmel's cool summer breezes. Carmel Culinary Week is June 2-10, with the Monterey Winemakers' Celebration on the last day, a great party in the streets of Carmel. We will also have the Women's US Open coming to Pebble Beach for the first time this July, then Car Week returning in August, and Jazz Fest in September. My summer is all set. We hope you'll come to be a part of an exciting summer in Carmel.

Greg & Madigan



Folktales Winery, in partnership with KRML Radio, is thrilled to announce their first annual 'Live in the Vines Summer Fest!' This is the start of our outdoor music festival series that you don't want to miss. Several artists will play the Folktales stage throughout the afternoon, and there will be excellent food and wine concessions around the Garden.

SUNDAY, JUNE 18TH 4 - 8PM

Doors will open at 3:45pm for Wine Club members, so come early and choose your seat.

Wine Club members can enjoy all of the special treatment. There will also be a Members Only section of the Wine Garden where you can try the new Summer Wine Releases and have access to a food station and bar area of your very own.

*Tickets can be purchased at
[folktaleswinery.com/upcoming-events](https://www.folktaleswinery.com/upcoming-events)
Apply the code CLUBSUMMERLOVE to your ticket order
for a Wine Club discount.*



Looking ahead for the next great event to get excited about? The Fall Wine Country Festival will be here before we know it, so mark your calendar for **September 17th**. Contact wineclub@folktaleswinery.com with any questions or requests, and get ready to share the joy, laughter, and music with us.



THE ANNEX AT SEVENTH & DOLORES CARMEL • CALIFORNIA

Folktales has brought the wine, food, and joy of the Wine Garden you know and love into Carmel-by-the-Sea with a characteristic twist. Merging with the vibe of our sister restaurant, Seventh & Dolores, our new wine bar is the perfect spot to stop in to enjoy exceptional wine and a bite to eat.

Greg has curated a menu offering several wine flights that exemplify the best that Monterey County has to offer, specifically highlighting Folktales Wines but featuring other winemakers as well. The sparkling wine flight, in particular, is perfect for celebrating a special occasion or just enjoying a sunny day on the patio! In addition to wines being available in a flight or by the glass, a small bites menu is designed to complement the wines and offer the perfect taste to elevate your day. From bar food options such as marinated olives to oysters, steak tartare, and a series of snack boards, the menu won't leave you wanting.

Your Wine Club perks apply at The Annex, including your food and wine discount and complimentary glass or flight when you visit! Not to mention a new Wine Club Happy Hour special at Seventh & Dolores Restaurant on Sundays and Mondays. Plus, you will be able to purchase Folktales wines at this location.

We can't wait to see you there!

SUMMER WINE RELEASES

2022 TALKING ANIMALS PETILLANT NATURAL

1,240 cases produced
Monterey County
71% Grenache Blanc
15% Riesling
14% Chardonnay
12.4% Alc. by Vol.
3.28 pH
6.8 g/L TA

Petillant Natural is a natural sparkling wine using the ancestral method. Bottled just before the primary fermentation finishes, the natural effervescence and sediment are the evidence of the fermentation finishing in the bottle. This wine continues to be one of our most popular and does a great job of turning people on to the amazing style of Pet-Nat. Grenache Blanc was once again used, but this time joined by Riesling and Chardonnay and was bottled at the end of October. The wine is bright, with notes of green apple, banana cream pie, grapefruit blossom, and undertones of guava and pineapple. The palate is lively and fresh, benefitting from the abundance of bubbles and bright acidity. As with many sparkling wines, this one will work fantastic with salty foods, appetizers, or even spicy Chinese food. Serve cold, and enjoy.



2022 FOLKTALE ESTATE CHARDONNAY

585 cases produced
Monterey County
13.4% Alc. by Vol.
3.57 pH
5.2 g/L TA

Monterey County is known for its cool summer weather caused by fog that forms over the Pacific Ocean. This cool maritime influence allows varieties like Pinot Noir and Chardonnay to grow so well here and go toe to toe with the world’s best wine regions. Our 2022 Estate Chardonnay was picked by hand, and the juice was fermented and aged in French oak (15% in new French oak Puncheons — 500L) for 9 months. The wine is juicy and creamy, with bright lemon acidity, toasted bread, marshmallow, and pineapple candy. This Chardonnay hits a sweet spot with balance, keeping things fresh and lean while having richer and more complex structures to pair with many dishes such as salmon, butter sauce dishes, crab, lobster, and Vietnamese food.



2022 FOLKTALE WE ARE A FLOWER

185 cases produced
Monterey County
81% Semillon, Joulilian Vineyard, Carmel Valley
19% Sauvignon Blanc, Cedar Lane, Arroyo Seco
13.0% Alc. by Vol.
3.62 pH
4.6 g/L TA

Semillon and Sauvignon Blanc have been blended under the “White Bordeaux” name for centuries. We wanted to create a wine that was reflective of this tradition and use locally grown grapes to achieve Monterey’s version of this wine. The richness of the Semillon works well with the brightness and acid edginess that Sauvignon Blanc brings, making a match made in heaven. This wine is floral, with notes of pineapple, gooseberry, persimmon, pear, and chamomile balanced by some soft oak tannin and texture to lift the palate. This wine is a slam dunk with seafood, specifically grilled fish, lobster, or shellfish. The wine is young and bright but can benefit from a few years tucked in your cellar.



2021 FOLKTALE THE RULER PINOT NOIR

320 cases produced
Monterey County
13.0% Alc. by Vol.
3.49 pH
6.3 g/L TA

Change to 13 barrels of Pinot Noir were blended from some of the top vineyards in our region to create this well-structured wine. 16 separate Pinot Noir blocks were all harvested separately and served as the building blocks for which we were able to hand-select barrels. In the end, six of the best blocks of Pinot Noir were chosen, barrel by barrel, and blended together to make this incredible wine. French oak was used for the aging process, and the wine was aged for 16 months to allow the components to come together. This Pinot Noir has lovely red fruit, rose, pencil shavings, and clove spice on the nose. It has a beautiful earthy undertone and softwood to lift the wine’s structure. This Pinot Noir is a fantastic expression of what the Monterey region is capable of producing as a whole. This wine is excellent today but will benefit from a few years in your cellar if you can manage. Pair this with tuna, salmon, duck, roasted chicken, or mushroom dishes.



In the Cellar - By resident winemaker David Baird

It’s Only Natural

“Natural wine is not new; it is what wine always was, and yet, somehow today it has become a rarity.”

Isabelle Legeron, MW



NATURAL FOLKTALE WINES:

The Lion for Real: 5 year Solera Orange Wine
2021 Folktale Piquette
2022 Talking Animals Pétillant Natural
2021 Folktale Carbonic Sangiovese

In 2015 when Folktale was first imagined, it was nothing more than ideas on a whiteboard. Those ideas weren’t revolutionary — a community-centered winery, approachable wines, and a place people can create memories. From the winemaking perspective, just making approachable wines was good. Still, we sought to improve and eventually settled on natural winemaking approaches that fully express the grapes grown in Monterey County. This includes using the native yeast and flora in the vineyard and cellar to ferment our grapes, sourcing local fruit from Organic and Sustainable certified vineyards, limiting any extra additions or enzymes to enhance flavors, or fermenting with stems and skins (for orange wine) to get further complexity in our wines. These

techniques require extra attention to detail and can be challenging, but the results are worth it.

Many producers advertise making natural wines, but things can be confusing without a clear definition of what that truly means. For me, natural winemaking is carefully letting mother nature produce wine on her terms and allowing wines to express themselves differently from year to year. Wines aren’t supposed to taste identical with vastly different growing seasons, and it helps tell the story of that bottle’s life. This unique soul of a wine encapsulates what we’re trying to achieve in our quest for our Folktale. Clearly we’re proud members of the natural wine revolution.

EMPLOYEE SPOTLIGHT: MORGAN ELLIS

“
Throughout the last
5 1/2 years at Folktale,
I have fallen in love
with learning
everything about wine,
the winemaking
process, and the
story behind every wine
we make.

”



We wanted to spotlight Morgan Ellis this month, who embodies so many of our core values and represents one of our most important internal missions to create opportunities and a great place to work for our staff and community.

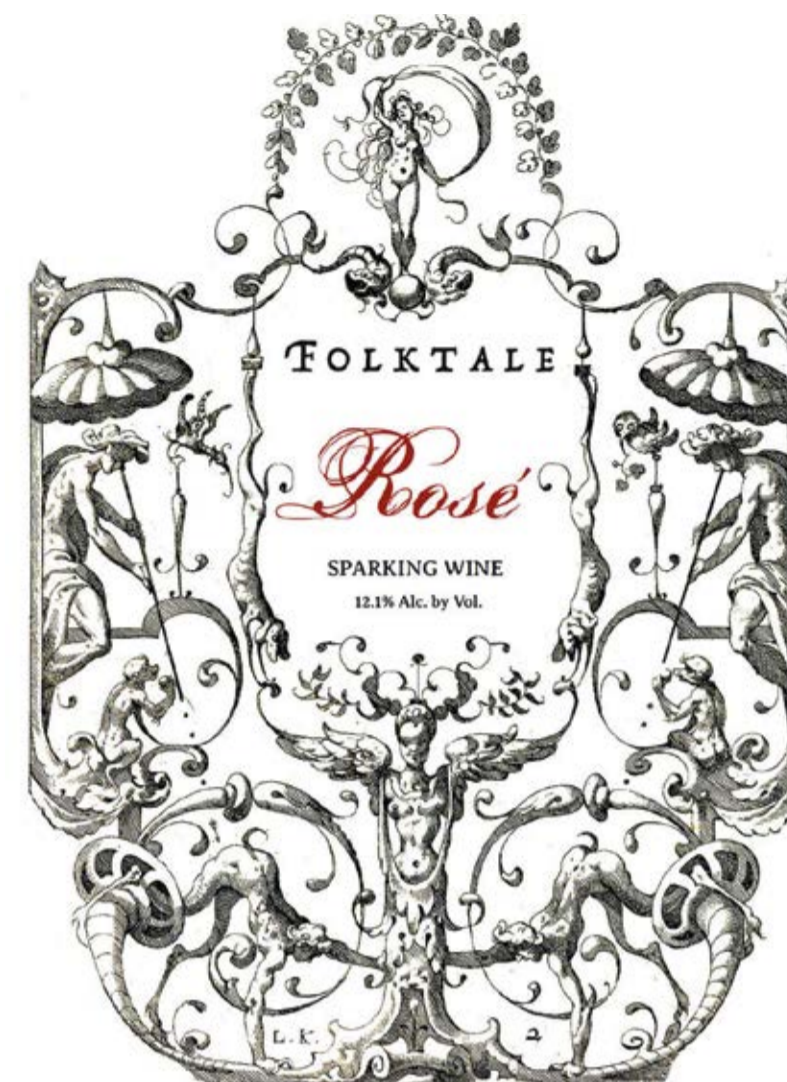
Affectionately known just as Ellis, the directness of her moniker speaks to her personality. Short, sweet, and to the point. Many of you will remember Ellis from her time as a Wine Educator in our Garden, where she sometimes will still make a guest appearance. She has been a rockstar at Folktale, working as a Wine Educator, in Events, and now in our accounting department.

She left her hometown of Lodi in 2017 to study at California State University, Monterey Bay. Soon after arriving, her best friend, Kymber, another Folktale rockstar, recommended her for a position in our Wine Garden. Nearly 6 years later, she has been a star performer and one of our most valued family members. And we've seen her life evolve in wonderful ways.

She even met her partner in the Wine Garden in 2019, and they welcomed their son Wyatt in 2020. Unfortunately, with the pandemic and a newborn to care for, it was difficult for her to continue working in the Wine Garden. Luckily, we were able to offer her a part-time role supporting our accounting and sales department from home, so she could work flexibly and be with her baby. Not surprisingly, she picked up the new role and ran with it.

With her son older now, she was able to take on more responsibilities, so in March, Ellis was offered a new full-time position as a Staff Accountant. It's been no surprise that she has been doing an excellent job. She has always approached her life and work with joy and positivity, and we are confident Ellis will continue her path of success at Folktale.

She wanted to ensure that she communicated how much she loved spending time with our members and guests. She misses those interactions and catching up with our regulars, so if you see Ellis or want to invite her to take a break from work, she would love to visit.



THE STORY BEHIND THE LABEL

Sparkling Rosé

The artwork on the labels of the classic Folktale Wines are all from artist Lucas Kilian, a German engraver from the 16th century. The piece featured on the ever-popular Folktale Sparkling Rosé features a goddess-like figure standing on a sphere, dancing beneath a vine and surrounded by fruits and flowers. To our founder, Greg Ahn, the scene seemed like a maker's studio, where this goddess of wine was orchestrating the production of our sparkling wines. The figures on the sides look to be blowing bubbles, while the monkeys and birds bring fruits and flowers to flavor the wine. The figures at the bottom appeared to be laboring beneath a winged statue, and the Venus-like figure dancing under the vine is atop a perfect bubble brought by the fishes from the sea. Greg loved how it made him think of winemaking as a magical and fantasy-like process, and what is more Folktale than that.

Folktale Sparkling Rosé is made from
80% Pinot Noir and 20% Chardonnay



FROM THE KITCHEN

The Kitchen is buzzing with excitement for this summer's culinary adventures including new summer cooking classes, wine garden restaurant extended summer hours and concerts. The summer stone fruit season is almost upon us and for chef Justin that is the best time of year. Chef and his team are in the final process of dreaming up their new summer menu items and he can't wait to share them with all of you!

