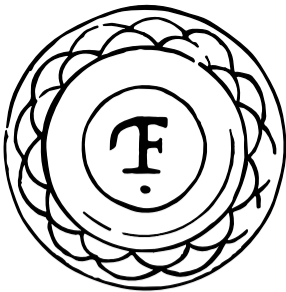


# FOLKTALES



FALL 2023

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





## Letter from Greg & Madigan

Dear Folktale Family – By the time you read this newsletter, our third and youngest child will have left for college. This means Madigan and I will have officially joined the category of “empty nesters.” I recently learned that there is something known as Empty Nest Syndrome. It is “a feeling of grief and loneliness parents may feel when their children move out of the family home...”. We’re not grieving or feeling lonely. The house is sure to be quieter, and the pantry will see fewer chips and cookies, but so far, the feeling is more akin to the last guest leaving your house party. There is some clean-up to do. It was a fun time, but there was also a feeling of relief and excitement to have the house to ourselves.

As with many transitions, there is always an adjustment period before you find a new groove. Such has been the case at Folktale this year. The pandemic forced a lot of changes at the winery – long-time staff, leadership, ways of operating – it all left at once, and we’ve been cleaning up ever since. Events like our pick-up parties were put on hold, concerts moved outside, and we had to go to reservation-only in our Wine Garden.

We’ve heard from wine members about missing some of the people and activities, as well as the overall accessibility, that existed before the pandemic. While some of those things will have to remain fond memories, we’re excited to be able to bring a lot of the old ways back.

**WALK INS WELCOME** - Going forward, Wine Club members are not obligated to make a reservation. If you have a group, I still recommend calling ahead or going online so we can have your table ready for you, but if your party is 4 or fewer people, we will find a way to accommodate you. You may not get your favorite table, but if the Garden is full and a table is unavailable in the Members area, we’ll go Goodfellas on you and set up a table. There may be a few minutes wait, but we’re

committed to ensuring the Wine Garden is accessible to all members. Plus, our new layout for the upper courtyard is a great place to hang out while we prepare your table.

**PICK-UP PARTIES** – We host these member-only events every quarter with the new wine releases. This year, we renamed these events “festivals”. We kicked off with the Bacchus Food & Wine Fest in March, followed by the Live in the Vines Summer Fest in July. Our fall festival celebrates the harvest with the Wine Country Harvest Fest.

To ensure there is no confusion, I want to reiterate that these are wine club pick-up parties. We’ve dialed up the entertainment and festivities to make it worth the trip if you live out of the area.

**TOURS** – We have finally relaunched our winery tours. Harvest will be an exciting time to go behind the scenes with David and the winemaking team.

**REFERRAL PROGRAM** – Our best ambassadors are our members. To thank you for referring friends and family, we’ve launched a referral program offering a generous gift card for any referrals joining our club.

These are just a few changes we’ve made this year. We’ve always embraced that Folktale is a work in progress, constantly evolving. Much of this year has been about returning to some of the things you all love about Folktale. As always, your input and feedback are the most valuable information to help us improve. Please reach out if you have any thoughts.

Happy Harvest!

Greg & Madigan



## WINE COUNTRY HARVEST FESTIVAL

PRESENTED BY 92.7KTOM



### SUNDAY, SEPTEMBER 17 4 - 8PM

Doors open at 3pm for Wine Club Members  
Wine Club Pick-Up Party with complimentary food  
and wine-tasting stations is 3-5pm

THE MUSIC STARTS AT 4PM  
FEATURING

• • • •

**DYLAN SCHNEIDER**

• • • •

**JJ BROWN**

• • • •

**TIM DUGGER**

• • • •

**92.7KTOM**

## FROM PROVISIONS



Folktale Provisions has what you need to make your home a cozy refuge for you and your family this season. There will be an abundance of homeware and wine to prepare your home for gatherings and entertaining. An introduction of fall-scented candles inspired by wine and harvest will be on full display. Complement your charcuterie boards with our new pantry offerings cultivated by the Folktale Kitchen, sold exclusively in the Provisions shop. Whether you’re looking for a wine to pair with your feast, a gift, or a piece to elevate your space, you’re invited to visit our autumn oasis here at Folktale Provisions as we celebrate and ready ourselves for nature’s renewal this harvest season.

## WHAT’S HAPPENING AT SEVENTH & DOLORES

Sunday Wine specials 50% off  
on Sundays only in The Annex and Seventh & Dolores.

Wine Club Happy Hour on Sunday and Monday.  
Members get 10% off appetizers and free corkage.

**THE ANNEX**  
AT SEVENTH & DOLORES

Open Thursdays through Mondays 12-6pm

FALL WINE RELEASES

NV SOL TRAIN 6-YEAR SOLERA-STYLE ORANGE WINE

225 cases produced

13.6% Alc. by Vol.

3.74 pH

4.8 g/L TA

Monterey County

New name, who dis? That’s right, we’ve changed the name of one of our most popular wines, the solera-style orange wine, which now is a blend of 6 vintages. This wine is one of my favorites to produce and bottle in a year and truly embodies what we sought to create when Folktale was established back in 2015. At the time, Greg and Madigan had the foresight that this business would evolve over time and become far more integrated and dynamic as time went on – just like this wine. The Sol Train contains 6 of our 8 vintages, and we hope to continue this fun tradition for many years to come.

Produced from individual lots going back to 2017 – each was natively fermented in small batches and eventually blended into the final blend. Each year, we blend in the most recent vintage and bottle half of the blend, keeping the other for the next year’s iteration.

Notes of membrillo, banana, peach, almond husk, and pineapple are balanced well by smooth tannins and a dried apricot finish. This wine is an amazing food pairing choice and can take some foods with complex spice and aromatic profiles like Indian or Middle Eastern dishes.



2022 CARBONIC RED WINE

1,200 cases produced

14.0% Alc. by Vol.

3.63 pH

5.2 g/L TA

Sangiovese  
Pinot Noir  
Gamay.

Monterey AVA

For our 2022 Carbonic wine, we decided to not just work with our Estate Sangiovese and include Pinot Noir and Gamay into this special wine. Carbonic is a style of winemaking that uses Carbon Dioxide and whole cluster fruit to ferment the juice into alcohol inside the berry – limiting the amount of skin tannin and color extracted. The result is a fruity, aromatic wine with limited tannin, structure, and color. The wines are best consumed young and pair great with Brie cheese, grilled salmon or tuna.

Each variety was harvested individually and hand-sorted by the cluster before being gently placed into a bin and layered with dry ice. The bins were covered and placed in the cellar for two weeks before we opened them up, gently pressed the berries, and allowed the resulting juice to finish the last bit of its fermentation in the tank. Once dry, we racked the wine into barrels and allowed it to age for a few months before bottling in the spring.

Notes of rose petals, strawberry jam, perfume, pencil shavings, and raspberries on the nose. The palate is fresh with nice acidity and a softly structured finish.



2022 LE MISTRAL WHITE WITCH

950 cases produced

13.2% Alc. by Vol.

3.41 pH

5.9 g/L TA

38% Roussanne  
34% Marsanne  
22% Grenache Blanc  
6% Viognier

Arroyo Seco AVA  
Monterey County

Our White Witch is a blend of four white varieties grown in Arroyo Seco that complement each other in a beautiful and harmonious way. Each lends different qualities that make this special wine – some add aroma, others brightness or texture. We started producing this wine a few years ago after planting some of these lesser-known varieties at the Le Mistral Vineyard, and think this was one of the best decisions we’ve made. Each variety was harvested individually and pressed before being racked to a barrel for native fermentation. Once dry, the wines were allowed to undergo secondary, Malolactic, fermentation to give the varieties texture and balance flavors. The blend was put together in the spring and bottled mid-summer.

Peach, apricot, honeydew melon, candied pear, chalk, almond husk, and hay notes evolve as the wine opens up. The wine has moderate acidity and is balanced with a soft texture and creaminess that should pair with a variety of cheeses or seafood.



2021 LE MISTRAL GRENACHE

320 cases produced

13.1% Alc. by Vol.

3.51 pH

5.7 g/L TA

Brosseau Vineyard,  
Chalone AVA

Brosseau Vineyard in the Chalone AVA continues to prove itself as one of the premier vineyards in our region. Planted on limestone-rich soils that permeate throughout the vineyard, this site sits below our newest National Park, Pinnacles. It has some of the most diverse soils around that were brought here by shifting tectonic plates. It also boasts one of the warmest sites in our cool region, with southwest exposure and dryer conditions because it sits on the east side of the Salinas Valley. Brosseau farms this site organically and lets the natural weeds grow. There is a natural perfume that wafts in the air and something I can smell on my boots long after I drive off. I also find the soft aroma in the wine something I’m glad to share this with you all. Harvested August 30, the grapes were hand sorted and natively fermented with 50% Whole Cluster for nearly two weeks before being pressed off and aged in 2 500L neutral French oak puncheons. Bottling occurred August 16, just two weeks shy of its “birthday.”

Soft red fruit, cherry soda, maraschino cherries, plum, dried herbs, lavender, white pepper, and violet. The palate has elegant and juicy tannins, minerality, and some lovely texture from the barrels. We worked hard to make an elegant Grenache, and this beauty opens up quite a bit with some air. I’d suggest aging for several years to reach its peak, but decant if you can’t wait that long.



IN THE CELLAR - BY RESIDENT WINEMAKER DAVID BAIRD

From the cellar

Harvest has officially begun, but it was the latest start Folktale has seen in its history. Following a record-breaking wet winter, summer on the coast of California has been dragging its feet with offshore winds that continued to cool our region. But now that these winds have subsided, we are in full swing and hope to have dry conditions that continue late into early November and allow us to fully ripen all our varieties. I’m optimistic about a good vintage of wines, and the rainfall we saw earlier this year has provided very healthy canopy growth and added the ability for the vines to thrive this year.

We have a few special projects in the works, including some trials that we hope will improve a few of our staples. Abel, Dakota, and I are not physically capable of getting the amount of work done that we need to, and we are thrilled to have 5 seasonal workers join us for the season. I look forward to sharing the wines we will be crafting with you at an upcoming event, or even visiting us this vintage by hopping on tour – we will be on-site daily and would love to say hi.

2021 LE MISTRAL JOSEPH’S BLEND

2,485 cases produced

14.2% Alc. by Vol.

3.60 pH

6.2 g/L TA

61% Grenache  
39% Syrah

Monterey County

The history of our well-known Joseph’s Blend wine dates to the early 1990s when Grenache and Syrah weren’t yet widely planted in our region. The blend was crafted modeling the Rhône Valley’s weather and soil similarities to our Salinas Valley and was one of the first production wines to feature these varieties. Today, we are one of many producers who produce this style of wine and are proud to be part of this history. Grenache and Syrah work so well together, each bringing different elements to the table to create a balanced, intriguing wine with structure and depth. It’s almost like the French know what they’re doing...

Produced from Ventana and Mission Ranch Vineyards in Arroyo Seco, each individual lot was natively fermented and aged separately until blending occurred in March. The wine continued to age for another six months before bottling began at the end of summer.

Eucalyptus, bay, bramble berry, soft oak and violets. The wine has a lovely clove spice that carries on the palate and is polished with fine tannin and black fruit. Pair this with medium-bodied foods such as lamb burgers, beef stew, or roasted duck.



2021 SYRAH

192 cases produced

13.7% Alc. by Vol.

3.77 pH

5.6 g/L TA

Monterey County

Syrah has increasingly become one of my favorite wines to make over my career. It lends itself to creativity and is forgiving when things don’t go 100% to plan. We’ve done a lot of work on this wine and are proud to present this iteration to you – including roughly 50% whole cluster grapes and about 5% Viognier blended in to give an aromatic lift to this broody grape. Most of the grapes come from Brosseau Vineyard in the Chalone AVA, a limestone-rich site that literally sits in the shadows of the Pinnacles National Park. We’ve started using less new French oak in this wine and letting the peppery and juicy grapes speak to you directly. This wine has a wonderful savory and briny nature that is really intriguing in its youth but will age very nicely over the next 5-25 years.

The Syrah was hand-harvested along with the Viognier and co-fermented in open-top bins. We place the whole cluster portion in the bin first, then the de-stemmed fruit on top. The wine was natively fermented before aging in French oak (25% 1 year old) for 16 months prior to bottling in the winter of 2022.

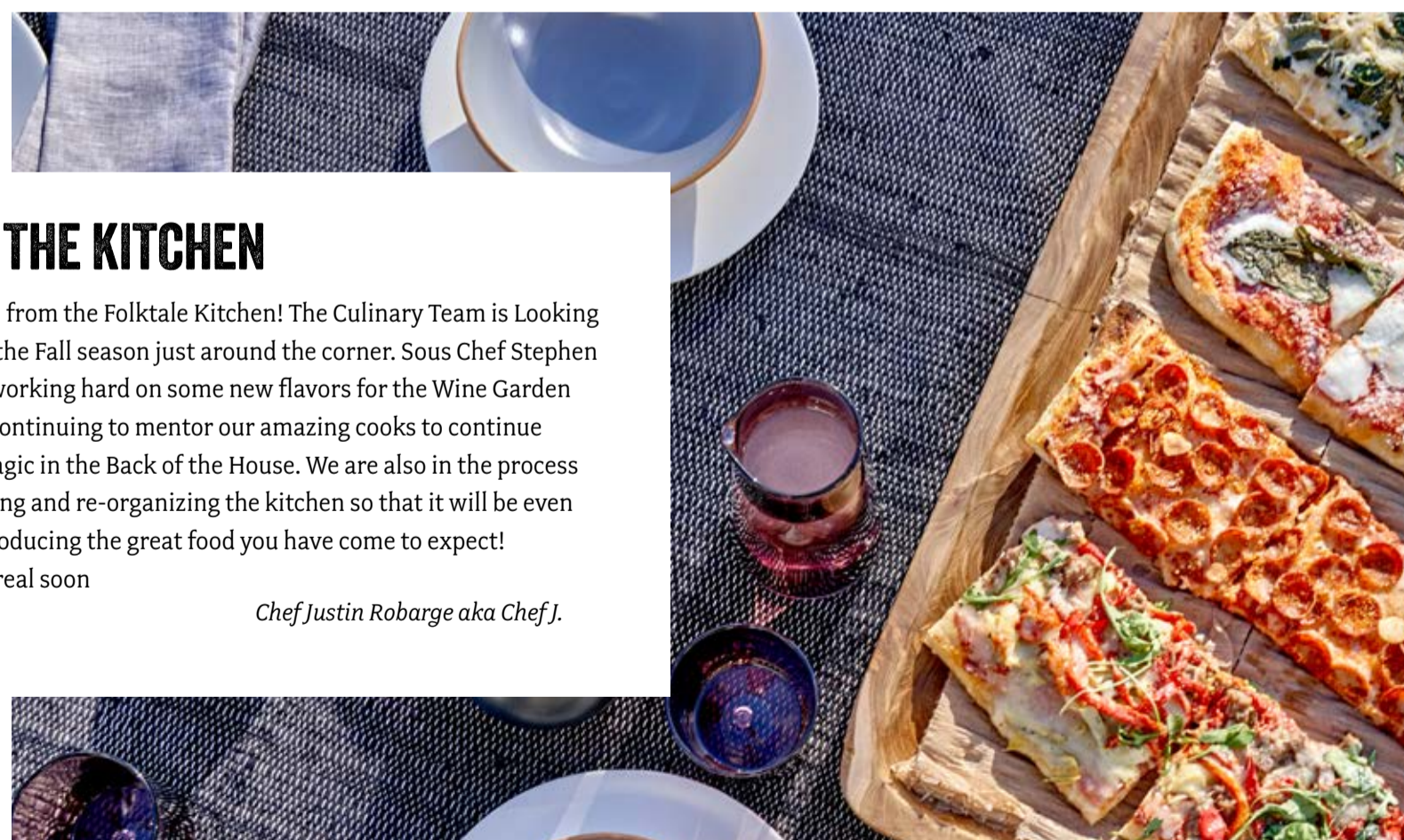


## EMPLOYEE SPOTLIGHT: ANDY YANES

Meet Andy! A Monterey County native, Andy is one of our amazing Wine Educators here at Folktale. His first time at a winery was when Andy stumbled upon Folktale several years ago when applying to be a host. He was stunned by how beautiful the Winery was and remembers being intimidated initially. However, the team was so welcoming, and the spirit of Folktale was so infectious it quickly became a home for him.

Andy worked as a host for us here for two years and loved interacting with our Wine Club members. His work ethic, genuine character, and willingness to learn and grow were recognized, and he was asked if he would like to transition to being one of our Wine Educators. Andy has pointed to this conversation as a pivotal moment for him. The Folktale management recognizing his potential and the influence of a guidance counselor in high school that helped him succeed are both formative influences that he says have made him who he is and are driving factors in his continued growth.

Folktale has a very special place in his heart, and he appreciates Folktale for allowing him to learn about and gain experience in this industry. Folktale hasn't just given Andy a place to thrive, but several members of his family have worked and still work for Folktale today. Andy says, "I have learned so much and grown as a person with this company, and I will continue to give it my all. I can be myself, and that is something I value. I will continue to work hard and am excited to see where this journey continues. Folktale is a magical place, and I have witnessed it myself."



## FROM THE KITCHEN

Chef J. Here from the Folktale Kitchen! The Culinary Team is Looking forward to the Fall season just around the corner. Sous Chef Stephen Pacania is working hard on some new flavors for the Wine Garden Menu and continuing to mentor our amazing cooks to continue creating magic in the Back of the House. We are also in the process of remodeling and re-organizing the kitchen so that it will be even better at producing the great food you have come to expect! See you all real soon

*Chef Justin Robarge aka Chef J.*

## THE STORY BEHIND THE LABEL SOL TRAIN

By Greg Ahn

When we launched our skin-fermented white wine, The Lion for Real, I was sure David's desire to make an orange wine would be limited production and exclusively direct-to-consumer. Even the name, The Lion for Real was from a crazy poem by Allen Ginsburg that I'm sure no one understood, which was how I thought orange wine would go over. Then, 2 things changed.

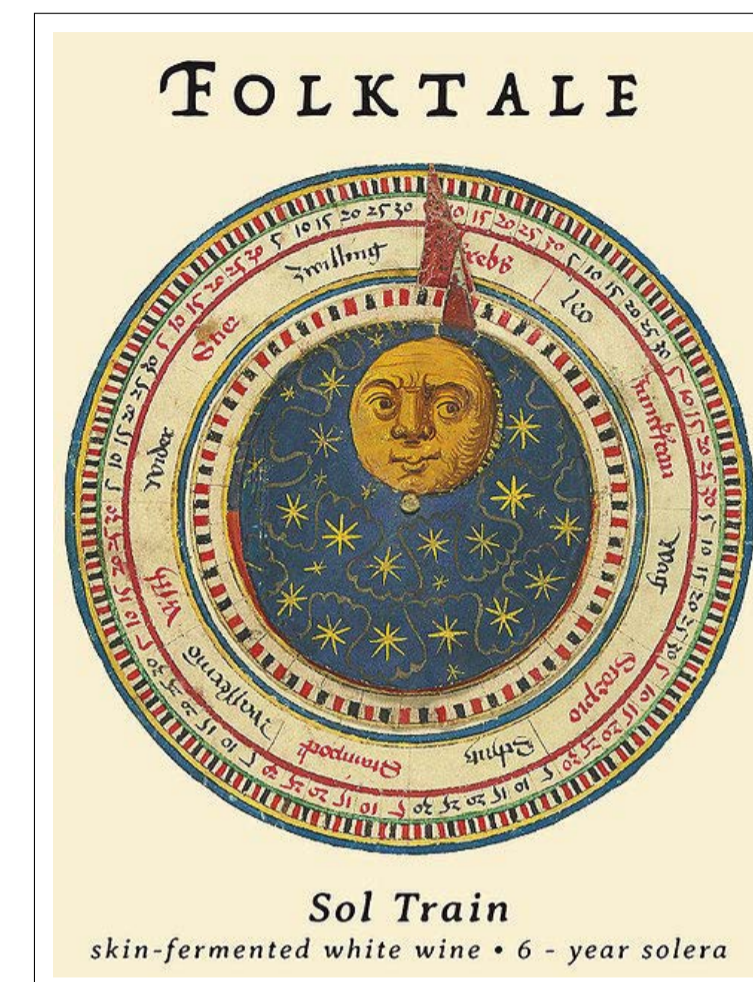
First, skin-fermented white wines suddenly became super popular during the pandemic. Customers called to ask if we made one and suddenly sold out.

Second, David made a gorgeous wine.

Since it was a small production, he decided to do a modified solera program, in which some of the wine from the previous vintage is kept in barrels and blended with the new vintage. This labor-intensive method of fractional blending of vintages is so impractical that there was no way to scale our program. So, we decided to make a vintage-dated wine for the market and keep the Solera orange wine just for sale at the winery and wine club.

Now in the sixth year, meaning 6 vintages blended into this bottling, I decided this special wine deserved its own label and identity. While we continue to make The Lion for Real as a vintage-dated product for the national market, David's skin-fermented white wine is now reborn as Sol Train.

The art is a medieval calendar designed by Johannes von Gunde in the early 1400s. It is, in fact, a volvelle, or paper wheel, used to calculate the time of year using the stars. It spoke to me about ancient ways of doing things, much like the wine David has crafted. Skin-fermented



white wines were common for hundreds of years, and the solera method has been practiced since the 1800s. The calendar seemed an appropriate symbol for a solera wine, as each bottle holds the history of past vintages.

The name Sol Train is meant to express this wine's fun and funky style. "Sol" refers to "solera," but the legendary television show from the 70s made the name fit so perfectly. Soul Train, created and hosted by Don Cornelius, was a Saturday morning ritual growing up. Great music and dance moves perfectly interrupted cartoons and Kung Fu Theater. Sol Train has become one of my favorite wines. We recommend serving it cool, not cold, just like Don. "Wishing you peace, love, and soul."

— Don Cornelius



The Winery Tours are back. Come and see how your wine is made



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