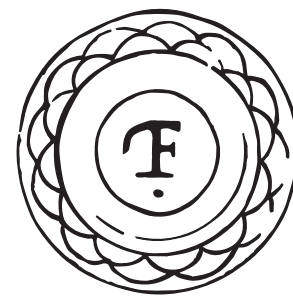


FOLKTALES

WINTER 2023



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



Wrap yourself in the warmth of the upcoming festive season, where magic and joy come together! Step into our shop and embark on a journey through our one-of-a-kind collection – it's a treasure hunt for the perfect gift or a dash of holiday charm for your cozy abode. From ornaments that twinkle with holiday cheer to our fan-favorite wine-inspired candles and homeware our lineup is all about infusing your space with that unique seasonal spirit.

For those culinary enthusiasts, please take advantage of our seasonal pantry offerings curated by the talented Folktale kitchen team. We're whipping up a concoction of workshops, culinary classes, and pop-up events throughout the winter season, promising to add a pinch of creativity and a dash of culinary magic to your festivities.



**IF EACH WINE
TELLS A STORY,
THIS IS YOUR
NEW LIBRARY.**

**THE ANNEX
AT SEVENTH & DOLORES**

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Welcome to The Annex,
a new, inspiring space
serving lunch small plates
and an impressive wine list
featuring local and
international producers,
with an emphasis on wine
produced by Folktale Group.

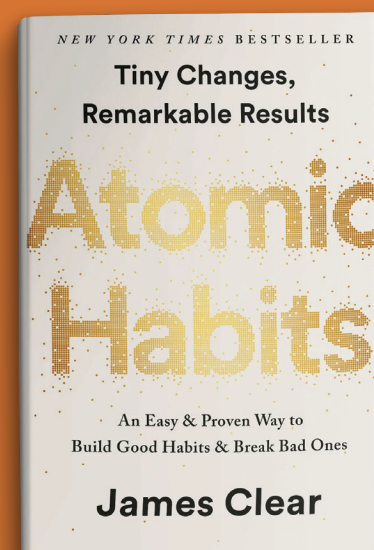
Enjoy the best of
Seventh & Dolores' modern
vibes combined with
Folktale Winery's laid-back fun
in our comfortable
contemporary space with a bar,
fireplace, and wine shop.

NOW OPEN

Located next to
Seventh & Dolores Steakhouse
Open from noon to 6 pm,
Thursday to Monday

.....

Letter from Greg



The Wisdom of Not Trying Too Hard

Growing up, my father used to have some unusual words of guidance.

“Better not to be great at anything.”

“Aim for above average.”

“Don’t try to be the best.”

“Don’t work too hard.”

I used to think he was testing some reverse psychology theory or something was getting lost in translation.

“Try your hardest.”

“Work to be the best.”

“Don’t listen to your father.”

My father’s advice sounded like a joke, so I have focused on setting big goals and working hard to achieve them most of my life. In school, sports, work, and life...hard work was the path to achievement. So, as Folktale started planning for next year, we naturally set big targets that built upon our previous year. How could we grow? Drive revenue and profitability? We set big, hairy, audacious goals, but something felt different this year.

I recently revisited “Atomic Habits” by James Clear, a bestselling book that speaks to the idea of forming good habits and breaking bad habits to achieve long-term success. “Tiny Changes, Remarkable Results,” it said across the cover. The premise is that by making minor improvements, one could better achieve remarkable outcomes that were more long-lasting. A 1% daily improvement would deliver a 3700% return like compounding interest. This got me thinking about a new way to approach our business, and at a time of so much ambiguity, focusing on short-term, simple goals felt like the right direction.

What if I increased my daily 1-mile walk by 1% every day? By the end of the year, I’d be walking...almost 37 miles per day (!), which would take 12 hours, so maybe that’s too aggressive. But wow, that adds up quickly.

So, we started exploring what habits we saw in our company that needed to be stopped and what new good practices we wanted to focus on. Wait times at the welcome area. The time it took us to greet a guest once seated. Response time to messages. We set goals to improve a long list of habits by tiny amounts every day, every week, every month. Each plan seemed immensely obtainable, and the result was an overall feeling that wasn’t so daunting as a big, hairy, audacious goal for the year. If we can maintain that improvement, we can expect that big results will follow.

Suddenly, my father’s words started making more sense. We are not striving for mediocrity, but the mindset of making minor improvements vs. huge goals seems like we are “not trying to be the best,” just trying to be better every day. And in the long run, becoming the best we can be.

WINTER WINE RELEASES

2022 WHOLE CLUSTER PINOT NOIR

1602 cases produced	13.4% Alc. by Vol.
Santa Lucia Highlands	3.6 pH
	6.0 g/L TA

In 2018, we experimented with fermenting Pinot Noir from Tondre Vineyard as a whole cluster fermentation. We split our 5 Tons up into three bins, 0% Whole Cluster, 50%, and 100%, and trialed how things tasted at blending. The result was quite striking, and we unanimously agreed that fermenting clusters on the stem was the way to go. Since then, we’ve expanded our whole cluster fermentation to other Pinot Noir vineyards and shifted our identity as a producer one step to the left. Our 2022 Whole Cluster Pinot Noir is from Tondre and Escolle, our favorite sites in the region. Each provides hand-harvested grapes that we lightly sorted and natively fermented in the same fermenters 2018 did – allowing us to have control over small batches of premium Pinot Noir. The wine aged in neutral French oak until bottling in August 2023.

The wine opens with lively red fruit flavors of strawberries, fig, and black cherry. The wine has a lovely savory richness from the stems that adds backbone and tannin and works with the dried herb flavors on the palate. This wine can benefit from time as it settles into its own, but it will taste fantastic with any upcoming holiday plans you may have.



2021 THE MESSENGER

222 cases produced	68% Cabernet Sauvignon	13.5% Alc. by Vol.
Central Coast AVA	29% Sangiovese	3.58 pH
	3% Merlot	6.5 g/L TA

The Messenger blend takes inspiration from the classic “Super Tuscan” wines that came out of the 1970s desire to not abide by Italy’s tight wine labeling regulations. Traditionally, these wines include some sort of non-indigenous grapes, including Cabernet Sauvignon, Merlot, or Syrah, and blend them with a local grape. For our newest iteration of this special wine, we blended our Estate Sangiovese with Cabernet Sauvignon and Merlot to create a wine with freshness, aroma, and some backbone – the perfect combo to pair with some Italian food of your choosing. The grapes were all hand-harvested and natively fermented in small batches before being aged in 500L puncheon barrels for 20 months.

In true Italian fashion, this wine oozes the old world with its red fruit, leather, tobacco leaf, and dried hay flavors on the nose. The palate is silky yet retains freshness from the Sangiovese, which will keep you coming back for more.



2021 CABERNET SAUVIGNON

172 cases produced	14.4% Alc. By Vol.
Massa Estate Vineyard	3.67 pH
Carmel Valley AVA	6.4 g/L TA

The Massa Estate Vineyard in Carmel Valley is a stunning place that produces some of the best Cabernet Sauvignon on the Central Coast. It was originally planted in 1972 and has evolved into an incredible coastal mountain vineyard with organically grown grapes. The Cabernet Sauvignon from this site is extremely expressive, with big and bold flavors coming from the challenging growing conditions. The hand-harvested grapes were natively fermented in small batches and aged in barrels for 18 months before being bottled in the spring of 2023.

This may be our best vintage of Cabernet Sauvignon and opens with a bouquet of red fruits and plum flavors. The rich, silky tannins carry a cocoa and baking spice flavor in a long-lasting finish. This is a wine that will benefit from time and can age wonderfully for 10-15 years from now.



2021 THE HOUND

394 cases produced	44% Cabernet Sauvignon	14.4% Alc. by Vol.
Massa Estate Vineyard	17% Cabernet Franc	3.75 pH
Carmel Valley AVA	16% Malbec	6.3 g/L TA
	14% Petit Verdot	
	9% Merlot	

The third iteration of our Bordeaux Blend in 4 years (2020 was scrapped due to the Carmel Fire) is one to take note of. We have again used the Massa Estate Vineyard as the source for these wonderful grapes and plan to for many years. The Carmel Valley AVA is uniquely situated in a region that doesn’t get exposed to the coastal influence that other regions like the Santa Lucia Highlands see, even though it’s half the distance to the ocean than SLH. Because of this, daytime temperatures in the summer are typically 85-95 with little fog. Grape vines get exposed to this heat and help develop complex flavors and robust tannins. We hand harvest these when ripe and ferment in small batches at the winery with native yeast. The blending of the varieties typically takes place 6-8 months after harvest, after flavors can start expressing themselves. We then return our newly created blends to the barrel for another 14 months to let tannins soften and flavors come together. It’s a special wine from a special place.

The 2021 Hound blend is abundant, rich, and textured beautifully from all the blended varieties. They bring lovely cassis, vanilla, and toasted almond flavors as chocolate and Maraschino cherry flavors open. The wine is showing well for its age but will be great in 5 – 20 years. Enjoy!



IN THE CELLAR - BY RESIDENT WINEMAKER DAVID BAIRD

From the cellar



Although I know I've said this before, the 2023 vintage was a wild one. Due to the wet winter and subsequent cool spring/summer, grapes on the Central Coast were ripening about 2-4 weeks behind historical averages. This ultimately led to a waiting game as we anxiously awaited the inevitable. Things trickled in around the second week of September but truly kicked off the first week of October with hot weather that lingered for about five days. Grapes that were nearing ripeness were all of a sudden ready to be picked, and things were officially off to the races.

The cellar quickly filled up as we harvested as fast as possible. Because of this lurch and subsequent consistent warm weather, things didn't slow down and made for one of the most condensed and intense harvests on record. Our last grapes of the year came on 10/27 with some Syrah from Escolle vineyard (grapes we harvested on 9/30 in 2022!); a nice book-end with the Pinot Noir from Escolle we received at the beginning of our harvest.

The vintage looks incredible and promising so far – the cool weather and late ripening helped the fruit develop more complex flavors and phenolics, while preserving lots of acid. This will be a lower alcohol vintage with fresher flavors and more balance than we've seen in the past few years.

Can't wait for you to check things out!

350 Tons, 22 Grape Varieties • 18 Vineyards • 10 AVA's across five different counties.

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Carmel's award-winning
steakhouse, with decadent
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SEVENTH & DOLORES
+ THE ANNEX

A Folktale Property

EMPLOYEE SPOTLIGHT: **ERIKA BREITKOPF** *Director of Events*



*Erika's Favorite Folk Tale Wine:
2022 Folk Tale Rosé of Pinot Noir*

Erika's career began in the dynamic world of Hollywood nightlife and fine dining, where she worked for some of the biggest names in the industry, including Crustacean Restaurant Group, SBE Nightlife, CHAYA Restaurant Group, and The District. Her work allowed her to rub shoulders with celebrities like Channing Tatum, Magic Johnson, VP Nominee Tim Kaine, Emmitt Smith, and many others.

Interestingly, Erika's educational background initially focused on psychology, driven by her dream of becoming a criminal profiler for the FBI. However, she found her true passion in the events industry at an early age and shifted her focus entirely to building her career in event planning.

After spending several years in Los Angeles and then four in Maryland, Erika returned to her hometown of Monterey. She brought a Mini Schnauzer named Hanz, and together, they embarked on a new chapter.

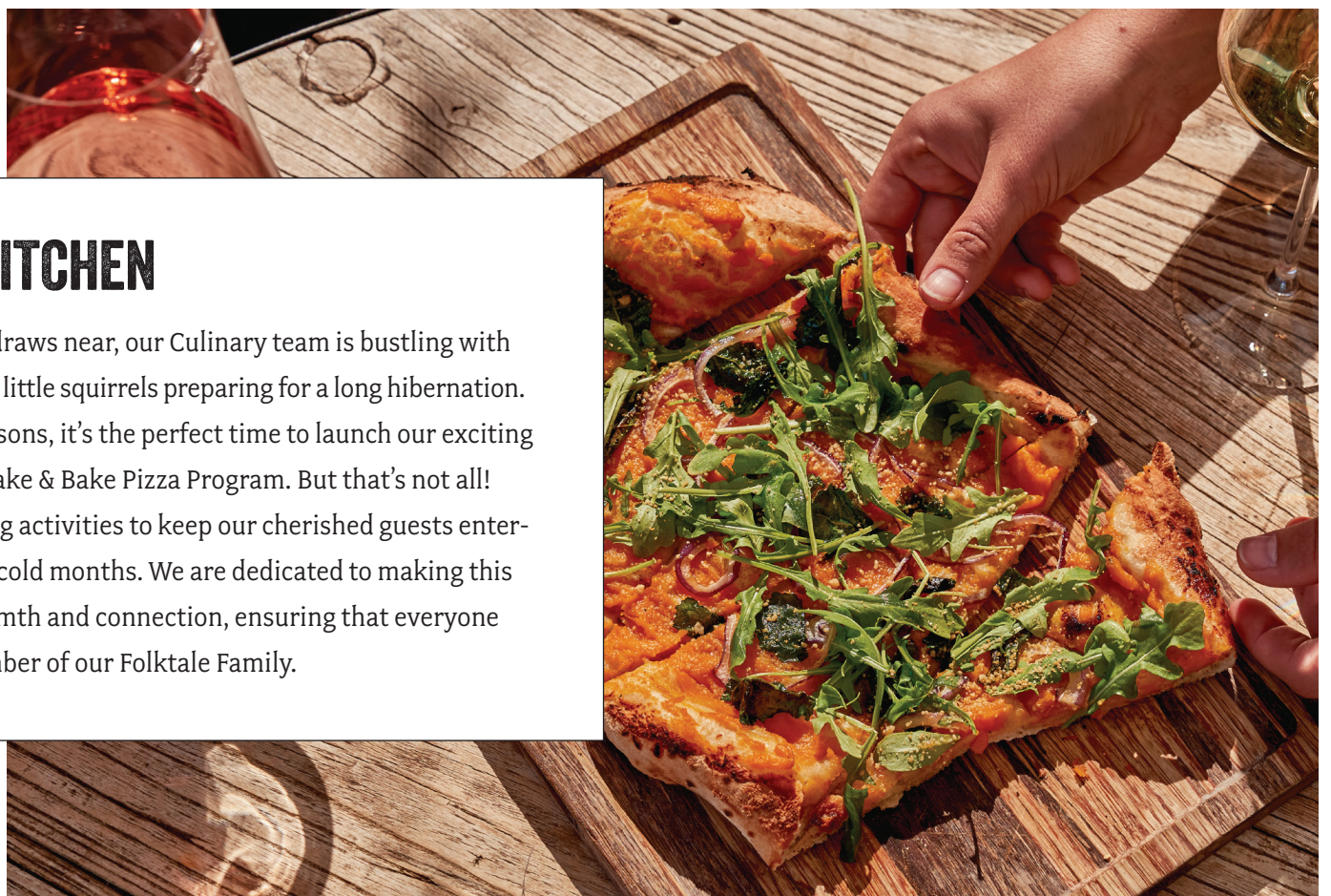
Outside of her career, Erika is a passionate entertainer who enjoys throwing parties for friends. Erika's interests also extend to fashion and design, and she has a fondness for being in nature, foraging for local delicacies such as elderberries, ramps, and herbs. Additionally, she dabbles in holistic medicine, adding depth to her diverse interests and talents.

Erika was drawn to Folk Tale because of its stunning location and commitment to sustainability. She appreciates the owners' dedication to their employees, the community, and the environment. With Folk Tale, she found a company that balances its size and personalization for clients, making it an ideal fit for her.

Our venue options leverage the natural beauty of Monterey County and align perfectly with Erika's event planning expertise. The use of local, fresh ingredients and a diverse selection of wines cater to a wide range of tastes and budgets, making it a perfect platform for her passion and expertise in the event planning industry.

FROM THE KITCHEN

As the hints of winter draws near, our Culinary team is bustling with activity, much like busy little squirrels preparing for a long hibernation. With the change in seasons, it's the perfect time to launch our exciting Culinary Classes and Take & Bake Pizza Program. But that's not all! We have many engaging activities to keep our cherished guests entertained throughout the cold months. We are dedicated to making this winter a season of warmth and connection, ensuring that everyone feels like a valued member of our Folk Tale Family.





THE STORY BEHIND THE LABEL

THE MESSENGER

Super-Tuscan-inspired blend of Sangiovese and Cabernet Sauvignon
By Greg Ahn

When I was 15, I went on a 6-week trip through Europe in a student ambassador program. We spent a week in 5 different countries, living with a host family, immersed in the region's culture. On this trip, staying with a lovely family outside of Florence, I discovered wine for the first time. Specifically, the wines of Tuscany, where Sangiovese is king. So, while my classmates in high school and college enjoyed the effects of cheap beer and wine coolers, I discovered Chianti.

The Messenger is an homage to Super-Tuscan wines with its classic blend of Sangiovese, which we grow here at the winery, and Cabernet Sauvignon, which is grown at Massa Estate deep in Carmel Valley. Both vineyards are 100% organic and combine to make a magical blend that takes me back to the rolling hills of Tuscany. The Messenger name is inspired by the archetype representing charm, expression, communication, and high energy. This archetype's characteristics remind me of every interaction I've ever had in Italy...or with an Italian. This wonderful energy is captured in this expressive blend that transports me every time I open a bottle.

The art for the Messenger is found in the Nuremberg Chronicle from 1491 by German historian Hartman Schedel. It features Siamese or conjoined twins, which would seem like the ultimate state of frustration

for two humans, but two pairs of hands could be better than just one pair. I chose this odd image to represent the birth of Super Tuscan wines, which were born from the frustrating restrictions of Italian wine laws. In the 1960s, blending indigenous grapes (like Sangiovese) with non-indigenous grapes (like Cabernet Sauvignon) was recognized as making superior wines. Still, the laws would not allow these wines to be designated DOCG wines – the highest quality designation. They could only be called table wine, normally associated with lower-end wines. Thus, these rebel winemakers created the term “Super Tuscan” to describe their wines. Innovation is born from constraint.

I hope you enjoy this beautiful blend that is classic Super-Tuscan inspired but unmistakably California in style.



Escolle Vineyard

*“Each bottle of wine holds a story about that vintage.
A dry winter, a wet spring, a cool summer – they are all captured in that year’s wines”.*

Greg Ahn

FOLKTALE
WINERY & VINEYARDS



CARMEL, CALIFORNIA