

FOLKTALES

SPRING 2024



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Is wine good for you?

Letter from Greg

In the early 90s, the weekly news show 60-Minutes aired a story about the French Paradox and how the French population could enjoy a rich diet of saturated fat, butter, and wine but have drastically lower coronary heart disease and cancer rates. While the studies focused on the benefits of a Mediterranean diet, the general takeaway was that the relatively high consumption of red wine significantly contributed to the healthy results. Within a year, wine consumption in the US had jumped 40% and continued to grow for three decades.

Over the years, many studies have tried to both support and debunk this connection. Even today, there is a push for zero-proof cocktails, dry Januarys, and a narrative that any amount of alcohol harms health. Simultaneously, information about Blue Zones in Italy and Greece connects wine as part of a healthy lifestyle, contributing to people living actively past 100 years. So, what to believe?

I'm certainly no scientist, and though, as a wine-maker and restaurateur, I am clearly biased, but I do have a theory...or maybe it's more of a philosophy – life is about balance.

There are few things that are better in extreme quantities. You may try to convince me that money, love, or happiness is better the more you have, in my experience, that is not the case. The wealthiest people are not the happiest. Too much love can be suffocating, and if you are too happy, it just annoys everyone around you. There is such a thing as 'too much of a good thing.' Also, having none is not great. Certainly, when it comes to money, love, and happiness. But no stress is boring. No fear sounds dangerous. And personally, a life without carbs may not be worth living.

I can endorse more. I think everyone would enjoy more money, love, and happiness, but that won't tip the scales. I'd like to exercise more, have more



time, and more sleep. Also, a little less would be ok too. I can do with less stress, fear, and carbs. Less work, less screen time, and less drama.

So that is how I look at wine and alcohol (and ice cream for that matter). Based on the earliest evidence of fermented grapes, rice, and honey found in China dating back to 7000 BCE, humans have enjoyed libations for almost 10,000 years, yet we survive. At my age, I've put away the beer funnel and don't take shots of anything, but enjoying a nice bottle of wine over dinner, having cocktails with friends, or having a beer at the game does more for my mental health and happiness than just about anything. I can feel the physical benefits of relaxing and laughing. I'm not suggesting that everyone needs to drink to enjoy life, but I find wine a wonderful compliment to a life of enjoyment. No matter what the studies say.

Cheers.
Greg



In the Cellar - by Winemaker David Baird

GREAT EXPECTATIONS

As the sun shines brighter and the days grow longer, it's hard not to feel the excitement in the air. The grapevines are waking up from winter slumber, and the growing season is officially underway. With last year's heavy rainfall, we couldn't be more thrilled about the health of our vineyards. All signs point to an incredible vintage ahead!

At our cellar, the warmer weather is a welcome change as it signifies the end of all our fermentations (primary and secondary), and it's time to start blending. Over the next few weeks, our team will taste through our barrels, rank them, and do bench-top trials to determine potential blends. It's a laborious and creative process, but the satisfaction we get once it's all done is worth every effort.

We can't wait to share the rest of the 2023 vintage with you when the time comes. We are thrilled to share the first few wines from this year and hope you savor every sip and relish the unique flavors these wines offer.

MORE MEMBERSHIP BENEFITS



SEVENTH & DOLORES

Take your favorite bottles out for a gourmet treat. No corkage fee on Folktale wines.

THE ANNEX AT SEVENTH & DOLORES

10% on all food & wine. Complimentary tastings or glasses. (Based on wine club chapter)

Spring Wine Releases

2023 FOLKTALE SAUVIGNON BLANC

578 cases produced
North Coast AVA
13.0% Alc. by Vol.
3.14 pH
7.1 g/L TA

Our 2023 Sauvignon Blanc comes from a vineyard in the North Coast AVA called Bad Rat Ranch – an organically farmed vineyard producing premium grapes. North Coast AVA and Sauvignon Blanc have become synonymous with quality and feature ripe citrus and tropical flavors. The grapes were hand-picked on September 5th in a refrigerated truck before being pressed and sent to a stainless-steel tank for fermentation. The wine fermented slowly for about five weeks before being sulfured, filtered, and bottled in early December.

Flavors of green apple, lemongrass, sweet Meyer lemon, soft hay/dried grass. The palate is nicely balanced with fresh acid and tropical fruits. Pair this wine with oysters or shellfish of your choosing.



2023 FOLKTALE RIESLING

292 cases produced
Santa Lucia Highlands AVA, Monterey County
11.8% Alc. by Vol.
2.93 pH
9.5 g/L TA

Tondre Grapefield in the Santa Lucia Highlands has been an integral vineyard for our Pinot Noir program since we opened our doors in 2015 and has consistently featured many wines scoring into the mid-90s point range. In 2023, we had an opportunity to work with Riesling from this site, one of only a handful who produce this variety from the SLH AVA. Riesling thrives in cooler climates like the Santa Lucia Highlands, where its bright acidity can be featured prominently.

Tropical fruits like guava, kiwi, and bananas are met with melon, lime zest, and a grapefruit nose. It's lively and fresh and contrasts with the bright and almost nutty palate with undertones of pear and cream. This Riesling is lean and will pair perfectly with most Asian dishes or creamy seafood.



2023 FOLKTALE ROSÉ

921 cases produced
Arroyo Seco AVA, Monterey County
13.2% Alc. by Vol.
3.56 pH
6.3 g/L TA

The 2023 Folktale Rosé is once again comprised of 100% Pinot Noir from our beautiful Salinas Valley. Pinot Noir is a great rosé with high acid and a floral nose. Grapes were hand harvested between Sept 21 and Oct 4 and pressed upon arrival at the winery, giving us a tinge of pink color from the short time the juice was left with the skins. From there, the fermentation took place in both stainless steel for freshness and aroma (68%) and neutral French oak for texture on the palate (32%). Once fermentation finished, the individual lots were blended and bottled in early December.

Light salmon color, this rosé has bright rosé petals, strawberries, kiwi, honey-suckle, apricot aromas, and tropical fruit undertones. The wine has a beautiful sweetness from the fruit but plenty of acid to hold it up. This is the perfect picnic or poolside companion this summer.



2022 FOLKTALE RESERVE CHARDONNAY

82 cases produced
Arroyo Seco AVA, Monterey County
13.6% Alc. by Vol.
3.44 pH
6.3 g/L TA

Grapes were hand-harvested Sept. 13 before being pressed, and the juice was racked to French oak for native fermentation (25% new). After about seven weeks of fermenting, the wine finished both primary and secondary (malolactic) fermentation and began its barrel aging. The wine was racked to tank once before being fined and filtered in December 2023, giving the wine a 16-month aging period.

Toasted oak, cedar, pineapple, vanilla, baking spice, and crème Brule, with softer notes of nutty caramel and citrus. The palate is textured and creamy, and the acid lifts the fruit to balance with the mid-palate weight. This wine would compliment creamy pastas or a lovely cheeseboard.



UPCOMING EVENTS

Over the years, Folktale has evolved into a sanctuary for those who yearn to create, curate, and cultivate, fostering both enchantment and community. Within our wine garden, an eclectic blend of musicians fills the air with melodies, offering the ideal setting whether it's a rainy day spent nestled in the cozy confines of our greenhouse or an evening beneath the starry sky beside a crackling fire pit. Our immersive workshops and classes transcend the ordinary, beckoning you to become part of the enchantment we craft. From lively events celebrating music, wine, and cuisine, to the vibrant spirit of community that thrives within them. As summer evenings unfold and the sun dips below the horizon, lose yourself in our garden concerts, where both rising talents and established artists grace our stage against the breathtaking backdrop of the Santa Lucia Hills. Alternatively, indulge in an afternoon of comedy, finding solace in the knowledge that true humor can brighten any moment, regardless of the darkness around.

This year promises to be no exception; come, join us in welcoming the dawn of a fresh soundtrack and all the endless possibilities it brings. Let Folktale captivate you with experiences that surpass the mundane, leaving a lasting imprint on your memory long after the final note has drifted away.

2022 FOLKTALE ESTATE PINOT NOIR

683 cases produced
Arroyo Seco AVA, Monterey County
14.2% Alc. by Vol.
3.64 pH
6.3 g/L TA

Monterey County is known for its natural beauty, maritime-influenced weather, and rich and diverse soils. Combining these creates the perfect growing conditions for grape varieties that thrive in this region's fog and pureness. Pinot Noir is one of the most famous varieties, which has gained worldwide acclaim. Our latest Pinot Noir features sustainably grown fruit from Mission Ranch Vineyard, sitting adjacent to the Santa Lucia Highlands. The grapes were natively fermented in small batches and aged in neutral French oak to allow the wine to reveal itself.

Rose petals, potpourri, plum, strawberry, and dark cherry floral notes, with spice leather and a soft minerality. This wine has just the right amount of soft tannin from the fruit to balance the fruit on the nose and is a classic Monterey-style Pinot Noir. Pair this with local mushrooms or some BBQ.



2022 LE MISTRAL JOSEPH'S BLEND

2,908 cases produced
Arroyo Seco AVA, Monterey County
77% Grenache, 23% Syrah
13.2% Alc. by Vol.
3.59 pH
5.6 g/L TA

In our 8th vintage of this storied blend we have brought you our most Grenache-favored blend to date. This wine features grapes from Mission Ranch and Le Mistral Vineyards in Arroyo Seco.

The grapes were hand-harvested before sunrise and delivered to Folktale at dawn, where they were gently sorted and placed into bins for native fermentation. Daily hand punch downs macerated the fruit and helped extract tannin, color, and complexity into the fermenting juice. Once dry, the wine was racked into French oak for aging and bottled ten months later.

Raspberry, blackberry jam, clove, hay, leather, lavender, and cherry cola notes. The wine is elegant and has juicy tannins from the soft oak influence. This wine would pair well with anything from chicken, pasta, steak, or lamb.



EMPLOYEE SPOTLIGHT

Jon Karlo “JK” Macias

Director of DTC

Favorite Folktale Wine: Folktale The Ruler

Meet JK - the newest addition to the Folktale team who joined us in October last year. He is a passionate hospitality enthusiast who loves people, food, and wine. Originally from Mexico and raised in Lompoc, California, along the Central Coast, JK's love for food and hospitality began when he spent quality time in the kitchen with his grandmother.

JK's parents played a significant role in shaping his interests. His mother is an artist, and his father is an engineer, which led him to develop a passion for art and science while increasing his thirst for knowledge. While living in Santa Barbara, JK discovered the world of fine dining and the fascinating world of wine, which led him to become a certified sommelier while pursuing a degree in Physics & Chemistry at Cal Poly in San Luis Obispo.

JK's love for the region and commitment to delivering unique and exciting experiences align perfectly with Folktale's values. He sees a bright future for Folktale, and he is thankful for the relationships he has built with industry professionals over the years, as he wouldn't be here without them. When you visit us, JK awaits the opportunity to share his stories and love for wine with you.



From the kitchen

By Executive Chef Justin Robarge

Get ready to experience the enticing flavors of our upcoming Spring season launch of Folktale pantry retail offerings! Our lineup features a range of delicious selections, including our Joseph's Blend Red Onion Jam, which is expertly crafted to enhance the taste of any dish. Additionally, we offer the luxurious sweetness of our Saffron Apricots and the richness of our Sherried Dates, which are sure to satisfy even the most discerning palates.

All our offerings are crafted in-house with love by our talented Culinary Team, ensuring the highest quality and freshness with every bite. If you've ever dined with us, you might recognize some of these signature flavors from our Charcuterie Board in the Wine Garden, which has delighted countless guests. With our team's unwavering passion for culinary excellence, we are thrilled to bring the essence of our beloved Wine Garden straight to the comfort of your home.



THE STORY BEHIND THE LABEL

The Riesling



By Greg Ahn

I've long believed that Monterey County produces some of the best aromatic whites in the world. In particular, the German grape varieties of Riesling and Gewurztraminer express classic characteristics of the grape but with heightened notes of minerality, luscious flavors of stone and tropical fruit, and beautiful floral aromas. One of our Rieslings won Best White Wine in the prestigious California State Fair Wine Competition. Sadly, minimal acreage is planted for these varieties, so we were excited to find a small planting at Tondre Grapefield Vineyard in the Santa Lucia Highlands.

The limited quantities meant we would only sell these wines to our Wine Club Members and at our properties - The Wine Garden, the Annex, and Seventh & Dolores. So, I designed a unique series of labels to capture the specialness of these bottlings.

As Riesling is a German varietal, I wanted to use folk art rooted in German style on the labels. Named after the script style of typography, Fraktur refers to an elaborate illuminated folk art created by German immigrants from the mid-1700s to the mid-1800s. These Pennsylvania Germans used these highly artistic drawings on official documents, such as birth and wedding certificates, and to decorate writings, art, and furniture with motifs involving nature, such as birds, flowers, hearts, and, of course, the Gothic Script lettering.

The art I chose reflects this wine's solid floral and ethereal notes. The color palette communicates the elegance and austere structure. The images tell a story and balance the fragile, beautiful, organic, and lively composition, like the wine in the bottle. The Riesling we release in our spring shipment displays a fracture painting by Christian Streng from 1803. We hope you enjoy it.

*Let your joy burst forth
like flowers in the spring.*

