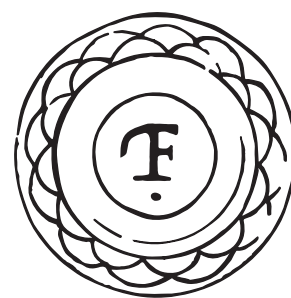


# FOLKTALES

SUMMER 2024



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

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## Master Makers Dinner Series

In March, we decided to test a new idea at the Annex: a dinner series featuring winemakers, distillers, farmers, ranchers, and some of the amazing artisans we work with at Seventh & Dolores and Folktale.

The first dinner was a traditional winemaker's dinner – with a fun twist. Our founder Greg Ahn, designed a sensory experience paired with a playlist for each course. To give you an idea of what that means, the scallop course perfectly illustrated the difference between a good pairing and a bad pairing: We turned the lights up bright, paired Le Mistral Syrah with the delicate scallop, and played the theme song for Sponge Bob Square Pants, ruining the food, the wine, and any chance of romance. Luckily, the suffering was short, as we turned the lights off, lit the candles, paired the second scallop with a glass of Folktale Reserve Santa Lucia Highlands Chardonnay, and played Marvin Gaye's *Let's Get It On* – a sensory match made in heaven.

For those who attended our first Master Makers Dinner, thank you for turning our super serious sensory dinner into a lively and fun 90's R&B dance party.

Our next Master Makers Dinner, a collaboration with the renowned Macallan Distillery of Scotland, is set to take place on Thursday, June 6. If you're a Scotch whiskey enthusiast, this is a golden opportunity to indulge in an extraordinary whiskey and food pairing experience like never before.

Talking about craft spirits this summer, Folktale Group will launch our newest project, Mezcal Mala Idea, our first adventure into craft spirits. Come and hear the story of how Greg and Madigan fell in love with Oaxaca, Mexico, and found a business opportunity even more capital-intensive and challenging to manage than a winery. You will taste some of the best mezcals you've ever tried, and Chef Raymundo, a native of Oaxaca, will pull out all the stops to feature a Mexican feast that will fill you with the spirit of this magical place.

Check our calendar for more unique tasting experiences at our monthly Master Makers Dinners.



THE ANNEX  
AT SEVENTH & DOLORES



# YOUR FOLKTALE

Letter from Greg



When we acquired the winery property in 2015, Madigan and I had a vision to create a gathering place for the community of Monterey. We already lived in Carmel with three young kids and two dogs and were always looking for places we could enjoy as a family. We described our mission as building a town square. So, being pet-friendly and family-friendly, hosting community gatherings such as concerts and culinary events, and being a resource for local occasions like weddings, birthdays, and non-profit fundraisers are all important aspects of that mission. We also wanted to offer a culinary program to complement our wine selections, as there's nothing quite like the combination of wine and food to bring people together. Over the years, we've tried all kinds of creative ideas - Chef Duels, a recording studio, and wine pong tournaments. Some worked. Some did not. But we were always up for trying.

Going into our 9th year, we have been reflecting on our mission. We felt like we were on the path to accomplishing many of those goals, but the pandemic had put a wrench into our momentum, pushing us several steps back. With those challenges behind us, we decided that we wanted to renew our commitment to making Folktale a valuable resource for our community, a gathering place, and a showcase for visitors to the Monterey Peninsula.

We have some ideas of things we want to do, but we really want to hear from our members and the community. How would you like to see Folktale evolve? What are things we should keep doing? What are some areas we could improve? Please share your thoughts and ideas. While it is difficult to be all things to all people, and we're still a business that needs to make a profit to survive, we are fortunate to have a lot of flexibility and a great staff to make ideas come to life.

Reflecting on our journey, we already have some exciting plans in the works. We will renovate our kitchen and bathrooms and elevate all the public spaces for our guests to enjoy. We are also working to have an indoor space for ticketed events so that, in addition to our outdoor stage, we can offer concerts and events all year long again. We opened the doors to Folktale on July 31, 2015, so plans to celebrate our 10-year anniversary are in the works. Get ready for a year of unforgettable festivities!

Help us make Folktale better for the future and create a place you can proudly call Your Folktale.  
Please email me at [greg@folktalewinery.com](mailto:greg@folktalewinery.com)



# Spring Wine Releases

## 2023 ALBARIÑO

493 cases produced

Mission Ranch Vineyard,  
Arroyo Seco AVA

3.47 pH  
5.7 g/L TA  
12.7 Alc. by Vol.

Back by popular demand, we are proud to bring back our Albariño from Mission Ranch Vineyard in Arroyo Seco. The sustainably grown fruit was lovingly farmed at our Estate Vineyard in the Salinas Valley, where the ocean breeze cools the grapes down daily. Albariño is a grape variety originating in Northwest Portugal and Northwest Spain, where the ocean’s influence is like our region. Lemon zest, honeydew melon, and nectarine aromas are met with fresh acid and a subtle saline finish. Pair this wine with seafood of your choosing.



## 2023 WE ARE A FLOWER

373 cases produced

California AVA

72% Sémillon  
28% Sauvignon Blanc

3.54 pH  
5.4 g/L TA  
12.4% Alc. by Vol.

Known in other parts of the world as a white Bordeaux blend, this combination of Sémillon and Sauvignon Blanc makes for a perfect pairing. Sémillon is a grape variety known for its golden skin, chamomile notes, and waxy texture with a medium body. It’s great on its own but lacks some freshness that higher acid and light-bodied wines like Sauvignon Blanc offer. The combination truly sings in the glass (as the kind folks of Bordeaux have known for quite some time) and has a lovely weight, fruity aroma, and texture on the finish. Pair this gem with pesto sauce dishes or tuna sushi with avocado.



## 2022 THE RULER

176 cases produced

Monterey AVA

3.62 pH  
6.5 g/L TA  
13.9% Alc. by Vol.

The Ruler Pinot Noir continues to be our expression of what we think Monterey County Pinot’s can taste like. This wine doesn’t cut any corners and utilizes some of the best hand-farmed grapes in the SLH region, roughly 40% whole-cluster fermentation and aged in 35% new French oak. Each barrel of wine was hand-selected to combine this blend, ensuring we presented the best bottle possible. Combining all these things produces a complex wine that will age for years to come, layered with flavors and textures on the palate. This is our version of a Reserve, and we hope you enjoy it as much as we did while making it.

Red fruit flavors, spice, earth, and aromas develop into forest floor and rose petals. The mouthfeel is incredible and lingers in the back of the mouth for quite some time. Acid and tannins are balanced nicely to make the wine feel weighty and juicy. Pair this wine with a nice rack of lamb and some candles – perfect for a date night.



## 2022 FOLKTALE CABERNET SAUVIGNON

646 cases produced

Carmel Valley AVA

3.68 pH  
6.9 g/L TA  
13.9% Alc. by Vol.

Cabernet Sauvignon for this special bottling comes from Massa Estate in Carmel Valley. It is located only 14 miles from the coast, yet boasts some of the warmest weather in our region (far closer to the coast than the cool Santa Lucia Highlands sites we get Pinot Noir from – that’s 23 miles from the ocean!). The topography in the upper Carmel Valley is rugged, and getting there means you’re snaking up and over a not-so-little hill. However, the terrain makes this site unique and prevents the coastal breezes from reaching it, allowing the weather to get hot.

Flavors like black cherry and blackberries can fully mature along with spice and graphite flavors originating from fully ripened seeds. The organic grapes are lovingly farmed by hand and fermented in small open-top bins for upwards of 3 weeks so we can extract as much flavor and structure as we can. The wine then ages in 40% new French oak for 18 months before bottling in May 2024. The wine is complex and tight and will benefit from decanting in its youth. Enjoy this wine for years with grilled meats or foods with lots of flavor





IN THE CELLAR

by Winemaker David Baird

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No-till

The sun is shining, and our grape-growing season is in full swing in beautiful Monterey County. We anticipate a healthy crop this year, spurred by the abundant rainfall we’ve received in the last two winters. However, there’s more to consider than what might meet the eye. At Folktale, we are trialing a vineyard management strategy that we hope to implement in our other estate vineyards in time. It’s called no-till farming and is exactly what you might think. However, this technique has some interesting benefits that go far beyond the short grape-growing season. For starters, cover crops remain throughout the growing season to protect the soil from erosion and prevent soil compaction from forming. These plants use their roots to bind soil particles and increase soil permeability, allowing roots to elongate. All these things add up to healthy environmental decisions benefiting the soil and local biome, as well as the grapevines. It seems like a win-win and something we will watch closely as the program develops. Until then, we’re keeping a close eye on the ever-growing grapes and are eager to get our hands on the first grapes of the season towards the end of August.

2022 THE MESSENGER

215 cases produced  
Monterey County

3.52 pH  
6.9 g/L TA  
12.9% Alc. by Vol.

In our third iteration of this blend, we combined our Estate Sangiovese from Folktale and Cabernet Sauvignon from Massa Estate in Carmel Valley. The Sangio offers brightness, acid, and fresh fruit flavors of plum, tomato, and herbs. Contrasting that is the Cabernet Sauvignon with bigger tannins and a richness the Sangio doesn’t have. Dark fruit, tobacco, and leather aromas bring the shoulders this blend needs. Both vineyards are being farmed organically, and there are no additions in this wine besides a bit of sulphur to protect it as it aged for 18 months before bottling. Pair this wine with tomato-sauced pasta, and you’ll sing “That’s Amore” in no time.



FUN FACT

The owl boxes in our vineyards provide natural pest control by encouraging barn owls to prey on rodents, reducing the need for chemical pesticides, and promoting environmentally friendly pest management. This approach aligns with our sustainable farming practices while contributing to ecological balance and biodiversity. Barn owls’ nocturnal hunting habits ensure continuous pest control without disrupting daytime agricultural activities, minimizing the environmental impact of vineyard operations.

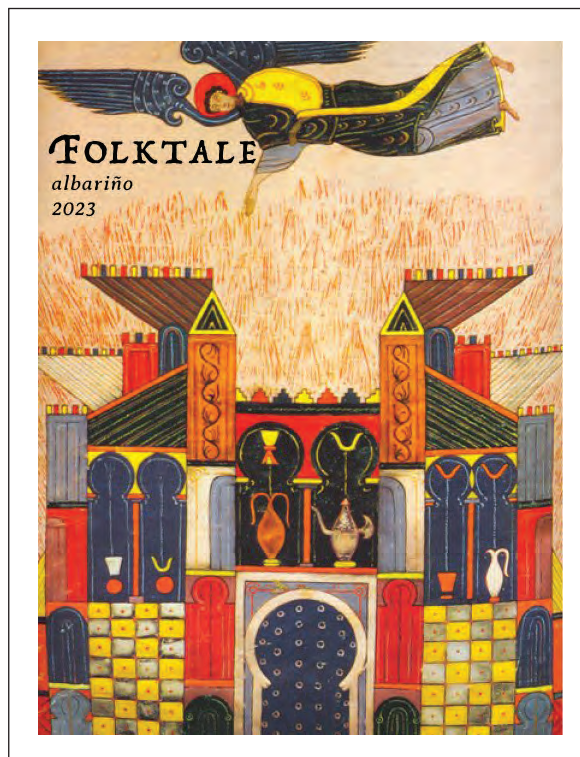


## THE STORY BEHIND THE LABEL

By Greg Ahn

Albariño is one of my favorite wines in the world. The home of this coastal grape is the Iberian Peninsula of Spain and Portugal, where cool ocean breezes and coastal fog temper warm days...sound familiar? Monterey County enjoys similar warm temperatures with the coastal fog, and calm ocean breezes from the Pacific, allowing Albariño to thrive. The result is a bright, lively wine full of mouth-watering acidity, stone fruit flavors, lime, grapefruit, and a hint of salinity that pairs perfectly with seafood. A bottle of chilled Albariño with a dozen oysters, ceviche, fish tacos, and a great chicken salad makes a warm, beautiful day into something transcendent.

This brings us to the inspiration for our Folk Tale Albariño label. I chose this gorgeous painted illustration from Spain for this wonderful bottling of the classic Spanish varietal. Inspired by the apocalyptic writings of the 8th-century monk Beatus, the



## 2023 ALBARIÑO

paintings were by Facundus for King Ferdinand I and Queen Sancha around 1047. The piece is called Judgement of Babylon, part of a series illustrating the Book of Revelations, so it is not the most cheerful subject. Still, the vibrant colors stood out to me and communicated the bright acidity and liveliness of the wine. The angel floating above the city gave the painting an

ethereal, transcending feeling, which I think our Albariño delivers.

Ultimately, this is an image of retribution and illustrates the coming destruction of Babylon for becoming such a sinful and worldly place. So, to any of the California white wines that have turned Chardonnay into a buttery, oaky mess, and watered-down Sauvignon Blanc until unrecognizable, you have been warned. Albariño is coming to save our souls.



## WEDDING IN THE VINES

Folk Tale offers multiple venues throughout the vineyard. From small intimate indoor spaces to 200+ people settings in the actual vineyard and the impressive Barrel Room, where you're surrounded by 1000+ barrels.



Contact our event team or explore  
[FolkTaleWinery.com/events](https://FolkTaleWinery.com/events)



# Mark Dreyer

Director of Facilities

Before my Folktale days, I held the reins as Controller at Chateau Julien Winery for 14 years. From managing accounts payable and receivable to navigating compliance hurdles and even moonlighting as the go-to IT guru, my role was as diverse as it was demanding.

Ten years ago, I stepped into the quaint office on Washington Avenue in Monterey for an interview for a job that seemed tailor-made for my skills. But as I glanced around, something caught my eye—a banner proudly displaying the name “Cannonball Wine Co.” It was a blast from the past as I realized I’d crossed paths with Greg Ahn five years prior in pursuit of a bottle of Cabernet Sauvignon that had eluded me locally. He promised to send some my way, but alas, it never arrived. And now, here we are, a decade later...

Fast-forward to my time at Folktale Group, where the best part of the job isn’t just the work—it’s the people. Over the past decade, I’ve enjoyed collaborating with an eclectic mix of individuals. With the freedom to unleash my Tinkerbell-like skills, whether repairing equipment or conjuring up creative solutions, every day is an adventure filled with joy and camaraderie.



But the story doesn’t end there. In 2022, I embarked on a new journey, launching ‘831 Coastal Jewellery. It wasn’t just a business venture but a thrilling rediscovery of a passion that had lain dormant for too long. I learned the craft from my buddy Johnny Tanner, a blues musician who used to give me private lessons in Sausalito. Initially, I created jewelry solely as gifts for loved ones, never considering it a professional pursuit. However, when I assisted my daughter in creating stamped aluminium bands, which were sold successfully on Poshmark, I decided to get serious about jewelry making.

My creations draw inspiration from the beauty of Big Sur and the Monterey Coast. My newfound passion Lapidary has led me to predominantly use hand-crafted stones, sterling silver, and gold in my pieces.

Please come and explore 831 Coastal jewelry here at Folktale Provisions



Mark Dreyer  
Director of Facilities

FUN FACTS ABOUT MARK...

- Hobbies:** Building/flying control airplanes, making homemade beer, boating, camping, hiking, water and snow skiing, cooking, hanging out at the beach, and doing absolutely nothing
- Sports:** Tennis, pickleball
- Interests:** Travel
- Music:** Reggae, relaxing, rock, alternative, pop
- Food:** Italian, Mexican, Thai, Indian, American, Portuguese, French
- Favorite Adult Beverage:** Beer (IPA), Meyers Rum and Coke
- Favorite Folktale Menu Item:** Sweet Heat Flatbread
- Favorite Folktale Wine:** Whole-Cluster Pinot





THE PLACE FOR HAND-CRAFTED MOCK & COCKTAILS

SEVENTH & DOLORES  
CARMEL-BY-THE-SEA



Spotlight Speciality Vendor:  
**LAKE FAMILY FOREST FARM**

[lakefamilyforestfarms.com](http://lakefamilyforestfarms.com)

At Folk Tale and Seventh & Dolores, sustainability isn't just a buzzword—it's a way of life ingrained in every ingredient that graces our table. Every ingredient in our kitchen tells a story of stewardship and respect for the land.

Our pea tendrils and micro-greens adorn our dishes with vibrant flavor and nutrition, a testament to this commitment. They are a signature staple, demonstrating our dedication to quality and community.

Lake Family Forest Farms is nestled in the picturesque landscape of Carmel Valley Village, CA. A family-owned and operated farm that thrives, rooted in a mission to nurture both land and community.

Lake Family Forest Farms promises naturally cultivated and biodynamically grown micro-greens, mushrooms, and seasonal produce. Their permaculture farm serves as a sanctuary of abundance, where seasonal produce flourishes in harmony with nature's rhythms.

We're honored to partner with Lake Family Forest Farms. From farm to fork, each bite tells a story of connection, community, and the boundless beauty of nature's bounty. So come, savor the flavors of sustainability, and let every meal celebrate the earth and all its abundance.



# From the kitchen



## Cooking with Madigan

Experience a world of simple, organic, and delectable recipes that will make you the star of your kitchens.

My cooking style emphasises using local, organic, and seasonal produce. I aim to keep the list of ingredients as minimal as possible and the seasoning uncomplicated so the ingredients can shine on their own. This meal is perfect for quick and easy preparation, making it an ideal crowd-pleaser for any summer gathering. Although I am not a professional chef, my recipes are simple yet satisfying and appeal to kids and adults.



### Baby Back Pork Ribs & Pomme Annas

*Pairs perfectly with Le Mistral Joseph's Blend.*

Baby Back pork ribs - two racks. (Preheat oven to 425). Rinse ribs and pat dry. Graciously salt and pepper on both sides. Bone side down and place in oven. Cook for 45 min. Check - should start to crisp (add extra time if needed). Take out and slice ribs into individual pieces and put them back in the oven for ten more minutes.

Salt and Pepper are excellent, but if you want BBQ sauce, toss ribs in Annie's Organic BBQ sauce before placing them back in for 10 minutes.

Pommes Annas Recipe: Peel five russet potatoes. Thinly slice (or use a mandolin). Layer in a pan: thin, overlapping potatoes, heavy whipping cream drizzled/poured over all potatoes, generous salt and pepper of layer, repeat. You should get at least three layers.

Bake in oven at 425 (with ribs) for 40 min. until the top is golden brown with some crispy areas.



### Watermelon Salad

*Pairs perfectly with Folktale Sparkling Rosé.*

Cut watermelon into cubes. Drizzle with olive oil, crumbled feta cheese, and diced mint. Lightly salt and pepper and toss.

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### Chickpea Salad

*Pairs perfectly with Le Mistral White Witch.*

Rinse and drain one can of garbanzo beans: dice tomatoes, cucumbers, and red onion. Add the beans and vegetables and toss with olive oil and red wine vinegar. Add diced flat-leaf parsley, salt, and pepper to taste.





## ARTIST SPOTLIGHT

### *Thunderstorm Artis*

Thunderstorm Artis is not just a singer, songwriter, and multi-instrumentalist—he’s a musical virtuoso whose talent knows no bounds. We were lucky to have him kick off our first “Live in the Vines” concert this year, and man, did he kick it off!

His vocals were like a majestic bird in flight, soaring effortlessly above layers of guitar, weaving melodies that dance between the realms of poetic lyricism and soul-stirring neo soul. All while playing on our picturesque stage with the Santa Lucia Mountains as the perfect backdrop.

Born and raised in the embrace of a large musical family on the tranquil shores of North Shore, Oahu, Artis’s music is a reflection of his roots. He infuses his music with the warmth of tropical breezes and the depth of real-life experiences.

With accolades from John Legend, who describes his tone as “magical,” and Billboard, which praises his “earnest, uplifting presence,” Artis has not just made a mark but has carved a niche among modern musical legends. Sharing the stage with icons like Jack Johnson, Train, and The Zac Brown Band, he effortlessly holds his own, his music serving as a bridge between past and present, tradition and innovation.

Artis is more than just a performer—he’s a storyteller, a wanderer of musical landscapes, and a beacon of hope in a world hungry for authenticity. Thunderstorm Artis leaves an indelible mark on all who have the privilege of experiencing his artistry. We plan to bring him back to the Folktale stage very soon



Scan and listen



UPCOMING EVENTS

MONTEREY JAZZ ALL-STAR BRUNCH

Being a proud sponsor of the Monterey Jazz Festival, we are thrilled to host live jazz performances every Sunday starting at 11 a.m.



These performances showcase the incredible talent of the Monterey Jazz Regional All-Stars, each comprising exceptionally skilled students from across Monterey County. They have graced renowned venues, including the San Jose Jazz Fest, Jazz on Plazz, and, of course, the iconic Monterey Jazz Festival. The ensemble rotates weekly.



LIVE AT FOLKTALE a taste of what is to come...

JUNE 13th  
LIVE IN THE VINES

John Craigie  
\*SOLD OUT\*

JUNE 23rd

Wine Club  
Pick-Up Party

JULY 25th  
LIVE IN THE VINES

ALO



Scan for tickets  
and upcoming shows





*"Wine is sunlight held together by water" - Galileo*

