FOLKTALES



FALL 2024

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











www.ranchocieloyc.org

LETTER FROM GREG



I first want to thank all the Folktale staff and members who generously participated in the Rancho Cielo Veggie Box Fundraiser last month. With your support, Folktale was able to raise over \$5000 to help support the educational and vocational training that Rancho Cielo provides to at-risk youth in Monterey County. In total, the fundraiser raised over \$500,000. Led by Mike and Kim Costa and supported by 115 sponsors, all the produce was donated by 15 local shippers and growers. The cardboard boxes were donated, and hundreds of volunteers came out to pack and deliver 15,000 Veggie Boxes around the county. To see this in action was both overwhelming and inspiring. It was a community coming together, and it made me think about the idea of community.

The concept of community is ultimately about what connects you to other individuals. It can be geography, profession, lifestyle, or interest, but community is essential to being humans and a healthy society. Phycologists David W. McMillan and David M. Chavis broke down the concept into four elements: membership, influence, fulfillment, and shared emotional connection. It is that last element of "shared emotional connection" that resonates. It binds the group through a shared history, experience, or participation. What the authors describe as the "definitive element for true community."

We believe that Folktale is a community. We describe it as a 'band of artists, craftspeople, and lovers of life.' The very act of joining the wine club or visiting the winery is an appreciation and support of art and craft and, most definitely, a celebration of life. This unites all our businesses and business decisions. How we farm our vineyards, source our ingredients, and invest our time and resources are all part of our value system that defines the Folktale Community. But is there a shared emotional connection? I think so. When I see the smiles and laughter in the Wine Garden, the Annex, at Seventh & Dolores, or an event, and the pictures that members share of moments enjoying Folktale, I see that this community is bound by a shared emotion of joy – we are lovers of life. When I see that the community also participates in a fundraiser like Rancho Cielo's, I realize something deeper connects Folktale. There is a sense of community that unifies us, and that inspires me. It has triggered some ideas about how we, as an organization, can do more. I hope to communicate some of these ideas in the coming months, but for now, Madigan and I would like to raise a glass of Folktale Sparkling Rosé (which is finally back in stock). Thank you for being a part of our community.

Fall Wine Releases & Tasting Notes

2023 FOLKTALE PET NAT

182 cases produced Monterey County 3.57 pH 4.9 g/L TA 12.9% Alc. by Vol.

Pet Nat is the most fun wine we make. The grapes are hand-picked, pressed, and fermented in Stainless Steel for a month. Just before the sugar is depleted, we chill the tank to 40F to stop the fermentation and bottle the wine. As it warms up in the bottle, the yeast kicks back into gear and finishes the fermentation. This is how sparkling wine was accidentally produced hundreds of years ago and still is today. The method is called Ancestral Method or Petillant Natural, hence the name Pet Nat.

Our Pet Nat wine offers a bright and creamy tasting experience, with distinct notes of green apple and banana cream pie, and undertones of almond, honeycomb, and pineapple. The palate is lively and fresh, enhanced by the abundance of bubbles and bright acidity. Like many sparkling wines, this one pairs wonderfully with salty foods, appetizers, or even spicy Chinese food. Serve cold.



3.36 pH

6.3 g/L TA

13.2% Alc. by Vol.

2023 FOLKTALE CHARDONNAY

953 cases produced
Arroyo Seco AVA

3.64 pH 5.6 g/L TA 13.2% Alc. by Vol.

Chardonnay is a staple of Monterey County, where the weather rivals Burgundy with cool mornings and windy afternoons. In the Arroyo Seco, sandy soils from the Santa Lucia Mountain Range provide deep soils and promote aroma for wines like this. The grapes were hand harvested and gently bladder pressed before being racked to neutral French oak for native fermentation. The wine continued to age in the French oak (20% New) until bottling at the end of summer.

As with previous vintages, the wine has a beautiful citrus blossom, brioche nose, and sweet tropical undertone. The palate is fresh and balanced nicely with creamy notes from barrel fermentation that pop by the natural acidity the wine provides. Pair this with seafood of your choice or a bowl of popcorn on the couch.



2023 LE MISTRAL THE WHITE WITCH

1894 cases produced Arroyo Seco AVA

44% Grenache Blanc 23% Marsanne

22% Roussanne

11% Viognier

The White Witch is aptly named after the wind and the fog that sneaks up on the Salinas Valley in the summer. Warm days quickly turn cool as the ocean breezes push the fog bank back inland. Cool nighttime temperatures are ideal for allowing the vines to rest and helping preserve the fruit's acidity levels. The grapes were hand-harvested from Arroyo Seco and gently basket-pressed.

About two-thirds of the wine was fermented in neutral French oak, the rest in Stainless Steel to preserve freshness. The batches were blended just before bottling.

Tropical fruits layered with melon, hay, and honeycomb aromas. The flavors are more mature as the wine opens, showing off some banana cream pie and brioche. The wine has a lovely freshness and creaminess that works exceptionally well with soft cheese and various types of seafood.



2023 FOLKTALE WHOLE CLUSTER PINOT NOIR

2614 cases produced
Carmel Valley AVA

3.55 pH 6.5 g/L TA 13.5% Alc. by Vol.

Whole Cluster fermentation was the norm until machines could efficiently and quickly separate berries from the stem. Stems lend tannin and phenolics to a wine, giving it an extra layer of complexity. We are honoring the past and chose to make a wine with more soul than a traditional wine with de-stemmed fruit.

Individual blocks from Tondre Grapefield and Escolle Vineyard in the Santa Lucia Highlands were hand-harvested in September. They were natively fermented in bins before being gently basket-pressed—the wines aged in neutral French oak for 11 months, softening and showing off their power.

Lively red fruit, black cherry cola, and dried flower aromas. The wine opens nicely, and the aroma is structured by the stemmy component, which provides depth to the nose. The palate is rich and medium-bodied and will continue to soften over time. Whole Cluster wines age gracefully for years, so while enjoyable now, I would open a bottle every year as it will continue to evolve in complexity for many, many years



IN THE CELLAR

by Winemaker David Baird



The 2024 harvest season is in full swing, with our first grapes being delivered on 8/23. We anticipate harvesting through the end of October, just as the vines start shutting down with cooler fall weather. This season has provided near-perfect growing conditions with consistent warm weather all summer. As you might recall, 2023 was cold and wet but served as a great year to leech salts in the soil and boost soil moisture. The vines went into dormancy full of stored energy and came to life this season. The quality looks pretty high and should make for yet another stellar vintage.

Winemaking will look very similar to previous years, and we will continue focusing on native fermentations and making wines as naturally as possible. Be on the lookout for one or two fun new projects we're working on as they start rolling out in the next year or so. We have a great crew this season and look forward to putting another vintage in the history books. Mark my words, 2024 will be a year to remember.

2022 LE MISTRAL SYRAH

171 cases produced

Monterey County

3.65 pH 6.2 g/L TA 12.3% Alc. by Vol.

Syrah is a thick-skinned variety with large, plump berries. It has an intensely dark and broody aroma when fermented from cooler regions like Monterey County. As is tradition in the Cote Rotie, we ferment the Syrah with about 5% Viognier (a white variety), which helps lift some floral notes and stabilizes the dark Syrah color better than the Syrah does on its own. The grapes were picked in mid-September and natively fermented in bins for about three weeks before being gently basket pressed. The wines aged 20% in new French oak for 18 months before being bottled in the spring of 2024.

Upon opening, the wine reveals a captivating bouquet of blackberry, red plums, and cracked pepper, with savory qualities of leather and herbs. The wine's intense structure and mouthfeel create a lingering sensation on the tongue, inviting you to savor each sip.

This wine pairs great with lamb or most red-sauced dishes.

2021 FOLKTALE THE MOUNTAIN

96 cases produced
Carmel Valley AVA
87% Cabernet Sauvignon
11% Petit Verdot
2% Merlot
Monterey County

3.7 pH 6.60 g/L TA 14.3 % Alc. by Vol

The Mountain is the most significant and boldest wine we craft. It's made from the best Bordeaux grapes in the region. We use grapes from the organically farmed Massa Estate, which has been caring for the vines since 1972. The vineyard backs up to the Santa Lucia Mountains, located 1300ft in elevation. This vineyard sits closer to the coast than any other we work with, yet it is the warmest due to its topographical location. Individual blocks of grapes are hand-harvested and natively fermented in bins before being gently pressed and aged in 50% new French oak barrels for 24 months to allow the wine to soften and gain in complexity.

The flavors are ripe blueberry, pomegranate, black cherry cola, cedar wood, cocoa, and plum. Its texture is full-bodied and rich, with velvety tannins and a smooth finish. The boldness of wine will present tight in these younger years, so we recommend decanting it. It will greatly benefit from age in the bottle, so store some bottles as the flavor intensifies for years to come.





TOLKTALE



santa lucia highlands

2023 WHOLE CLUSTER

reserve pinot noir

The Story Behind the Label

By Greg Ahn

Title: Autumn, Still Life Artist: Guiseppe Arcimboldo

Period: 1590 Origin: Italy

Pinot Noir is one of the two significant grapes planted in Monterey. Our goal with the Whole Cluster is to maximize terroir's reflection- highlight the fruit, spice, earth, and acid that make Monterey a world-class growing region for cool-climate grape varietals. Rather than removing the berries from the stems, fermenting the grapes as whole clusters produces a more genuine reflection of the vineyard and the region. You can taste the mountains, ocean air, forests, and rocks. The volcanic soils heated by the sun and the afternoon wind that tastes of salt and eucalyptus are captured in the bottle. Monterey is also a massive growing region for produce of all kinds. Vineyards lie next to lemon orchards and row crops. Berry fields and tomatoes grow next to Pinot Noir and Chardonnay. It is a celebration of flavors intermingled throughout the county.

This unique bounty of farming inspired me to choose this amazing anthropomorphic illustration by Giuseppe Arcimboldo. His use of objects to create portraits is like a visual pun, criticizing the lifestyles of the wealthy of the time and underlining humans' close relationship to nature. Described in the category of grotesques, like other images used throughout the Folktale brand, the whimsical and imaginative portraits were influential in the Surrealist movement of the 20th century, inspiring artists such as Dali and Max Ernst.

This piece, titled Autumn, Still Life, literally brings the Salinas Valley to life, personifying harvest and Monterey's cornucopia. Our intention to capture that unique terroir in this whimsical and intriguing way has made this one of Folktale's most popular labels and wines.





SPOTLIGHT

Rigo Garcia

General Manager of Seventh & Dolores

Before my journey at 7D, I was deeply immersed in the hospitality industry, holding various roles that shaped my passion for service. My career began at 16, with my first "real" job at T.G.I. Friday's in Salinas. Over the past 25 years, I've navigated through the service industry, with 10 of those years in management. This path led me to my first General Manager role here at 7D, a position I cherish deeply, thanks to the trust and support of our esteemed owners, Greg & Madigan. I'm committed to upholding their faith in me every day.

My connection to Folktale runs deeper than just my time here. Interestingly, I worked at Chateau Julien—now Folktale Winery—during the summer before it became the beloved winery it is today. My entire family has roots here; my grandfather first discovered the job opportunity, and soon after, my parents, siblings, aunts, uncles, cousins, and grandparents all found themselves working at "La Wineria." It's amazing to think that I, along with my family, contributed to the legacy of this place long before it became part of my professional journey.

When I joined 7D, it felt like coming home. After years of working in fine dining at places like The Preserve, Carmel Valley Ranch, and Pebble Beach, I spent the pandemic at El Torito Mexican Restaurant in Cannery Row. The fast-paced, high-volume atmosphere of the corporate world left me longing to return to fine dining. Luckily, a good friend introduced me to 7D's Chef Raymundo Jimenez, and the rest is history.

At 7D, I'm not just managing a restaurant but contributing to a place that feels like home. There's something intangible about being here—maybe it's the pride in what we create together or the joy I see in my family and friends when they notice how happy I am. I didn't realize how much this role would mean to me, but it has become a significant part of my life, something I do with love and dedication to my family.

FUN FACTS ABOUT RIGO...

I'm passionate about professional sports, especially football, and I'm a proud San Francisco 49ers fan. I also enjoy playing fantasy football—I'm the current defending champion and determined to defend my title, hopefully with a 49ers Super Bowl victory!

My wife and children are my everything. We're looking forward to our upcoming family getaway to the Bahamas and Disney—here we come!

Favorite 7D Dish: The BLT! It was the first thing my wife and I tried when we came to dinner during the interview.

Favorite Folktale Wine: Whole Cluster Pinot Noir. It is a delicious wine that pairs with many 7D dishes. A close second is the Folktale Sparkling Rose! It's so yummy, and it's perfect for any occasion.





Spotlight Speciality Vendor:

FOLKTALE FAMILY FARM

folktalefamilyfarm.com

At Folktale Winery and Seventh & Dolores, we cherish the relationships we build with our vendors, and none is closer to our hearts than Folktale Family Farm. This unique farm, the brainchild of Madigan's mom, Meibao, has supplied us with an array of organic delights that have become integral to the quality and flavor of our offerings.

Meibao has dedicated over forty years to the art of healthy, organic living, and her expertise is evident in every product she provides. Folktale Family Farm, nestled in the rolling foothills of the Sierra Nevada, spans 220 acres of pristine, diverse landscapes. It's more than just a farm—a sanctuary of regenerative farming practices where nature and agriculture coexist perfectly.

The farm is a testament to Meibao's commitment to sustainability and organic principles. From the tall pines, sequoias, and oaks that dot the landscape to the three-acre pond that hosts a vibrant ecosystem of bass, catfish, and bluegills, every aspect of Folktale Family Farm is nurtured with care and respect for the environment. This attention to detail translates into the exceptional quality of the ingredients we receive, from eggs to herbs to fruits and vegetables, allowing us to create dishes and experiences that our guests love.

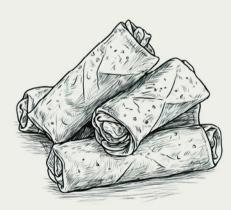
In addition to supplying us with exceptional organic products, Meibao offers an immersive experience at her breathtaking Folktale Family Farm. Visitors can explore the art of country living, learning to work in harmony with nature as they engage in hands-on activities like milking cows, organic farming, composting, and even blacksmithing. The farm offers a unique retreat where you can taste fresh produce, homemade cheese, and meats from the land, fish in the pond, or hike through scenic pastures. With limited Wi-Fi, it's the perfect place to disconnect, recharge, and reconnect with the natural world.

From the kitchen



Cooking with Madigan

Family, tradition, and my favorite spring rolls



As I think about the coming of Fall, my thoughts turn to the warmth of family gatherings and the delicious meals we'll share around the table. One dish that always makes an appearance—and is eagerly anticipated by everyone—is my family's Spring Rolls. This recipe has been passed down through the generations, from my grandmother to my mother, and now, it's one of my greatest joys to prepare it with my own children.

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Here's how you can bring a little of our family tradition into your kitchen this season:

INGREDIENTS:

2 tablespoons avocado oil

5-7 stalks green onions, chopped

1-inch ginger, peeled and minced

1 lb ground pork or turkey

1.5 tablespoons soy sauce

1 teaspoon maple syrup or sugar

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1 teaspoon fish sauce (optional)

4 cups cabbage, julienned

1 package of bean sprouts

2 tablespoons cornstarch

Egg roll wraps

Avocado oil for frying

FOR THE DIPPING SAUCE:

2 tablespoons ginger, peeled and finely minced

½ cup rice wine vinegar

2 tablespoons soy sauce

1 teaspoon Tabasco sauce (optional)

DIRECTIONS:

1. Heat the avocado oil in a wok over medium heat. Add the ginger and green onions, stirring until fragrant.

2. Add the ground pork or turkey, stirring well, and season with soy sauce, maple syrup (or sugar), and fish sauce. Cook until the meat is halfway done.

3. Add the julienned cabbage and bean sprouts, then season again with soy sauce, maple syrup, and fish sauce. Stir well, cover, and cook for 3-4 minutes until the cabbage is tender.

4. In a small bowl, mix the cornstarch with some liquid from the wok. Pour this mixture back into the wok on high heat, tossing until the sauce thickens and coats the vegetables.

5. To assemble, invert a small bowl into a large bowl and pour the filling around it. This will allow any excess liquid to drain.

6. Lay an egg roll wrap flat, and spoon some filling onto the center. Roll it up like a burrito, sealing the ends to prevent them from opening during frying.

7. Deep fry the rolls in avocado oil until golden brown.

Serve with the dipping sauce: Combine minced ginger, rice wine vinegar, soy sauce, and a dash of Tabasco for a tangy and slightly spicy finish.

This recipe is more than just a meal; it's a piece of my family's history, and I'm happy to share it with you. Whether you're gathering with loved ones or simply looking to try something new, I hope these Spring Rolls bring warmth and joy to your fall season.

It pairs perfectly with SLH Riesling or either of our sparkling wines.



ARTIST SPOTLIGHT: FRUITION

Playing Live in the Vines on October 23

We have been fortunate to host a variety of amazing artists In a musical landscape often swayed by trends, Fruition on our stage this season, and we couldn't be more excited to stands out for its commitment to evolving while staying welcome Fruition as the final performer of the 2024 season of our Live in the Vines Concert series in collaboration audience, creating music that is as much an emotional with 94.7FM KRML Radio.

Fruition is more than just a band; they are a musical However, it's their live performances that genuinely define experience that transcends easy categorization. Emerging from the vibrant streets of Portland, Oregon, this dynamic group has evolved from a humble busking folk trio into a genre-bending powerhouse that leaves audiences spellbound with every performance. Their sound is a rich, on their toes, always eager for what's coming next but eclectic mix of rock, bluegrass, soul, and blues, creating a unique, nostalgically familiar, and refreshingly modern Vines is the perfect opportunity for those who have yet to blend.

their music. Their lyrics are deeply poetic and poignant, often exploring themes of love, loss, and life's complexities — the stars, celebrating the music that brings us all together. with a raw honesty that profoundly connects with listeners. Whether it's the heartfelt emotion of "The Meaning" or the infectious energy of "Labor of Love," Fruition's songs draw listeners into a world where every note tells a story.

true to its roots. It thrives on the synergy between artist and experience as a sonic one.

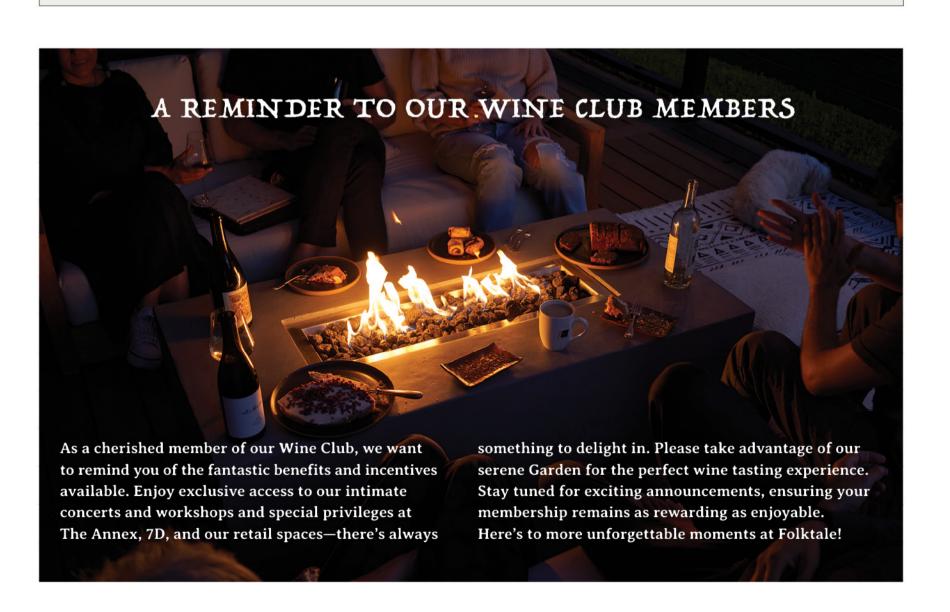
Fruition. On stage, they are a force of nature, with an undeniable chemistry that turns each show into a communal celebration. Their ability to effortlessly shift between tender ballads and high-energy rockers keeps audiences never ready for it to end. Their performance at Live in the witness Fruition live.

What sets Fruition apart is the authenticity at the heart of We can't think of a better way to close our 2024 season! Join us for what promises to be an unforgettable night under

CALENDAR OF EVENTS & WORKSHOPS

a taste of what is to come...

SEPTEMBER 12 LIVE @ FOLKTALE THE BLACK DONNELLYS	SEPTEMBER 19 Artistic Tote Workshop	SEPTEMBER 22 Wine Club Pick-Up Party
OCTOBER 3 LIVE IN THE VINES HAWKTAIL	OCTOBER 10 LIVE IN THE VINES GOODNIGHT, TEXAS & MADELINE HAWTHORNE	OCTOBER 17 Cyanotype Workshop
OCTOBER 23 LIVE IN THE VINES FRUITION	OCTOBER 28 Craft, Sip, & Savor Halloween Workshop	Scan for tickets and upcoming shows



TOLKTALE PROVISIONS

WORKSHOPS

If you're seeking a creative outlet, a chance to learn something new, or a delightful way to spend your time, we invite you to our upcoming workshops at Folktale Provisions. Immerse yourself in a community of like-minded individuals as local artisans guide you through unique, hands-on experiences that will ignite your imagination and unleash your inner artist.

Our workshops include sessions that will take you on a journey through various natural mediums like sea glass, driftwood, and shells, offering endless possibilities for your creative expression to a painting workshop where you'll transform a simple tote bag into a wearable work of art. As the harvest and holiday season approaches, we're excited to offer seasonal workshops designed to celebrate and capture the essence of this bountiful time of year.

For those unable to join us in person, we encourage you to create your own artistic haven at home. Pair your creative sessions with Folktale's newest wines, allowing the flavors and aromas of our latest vintages to inspire you as you work. Whether you're creating alone or sharing the experience with loved ones, let the changing seasons guide your hand and heart. We are excited to share these moments of beauty and creativity with you, and we hope our products will inspire and motivate you in your creative journey.



NEW ITEMS

We're introducing the newest additions to our Folktale collectionstylish T-shirts and cozy hoodies that capture the essence of our brand. These items result from our exclusive collaboration with Techstyles, a California-based company known for its apparel craftsmanship.

Our T-shirts and hoodies are more than just clothing; they're an extension of the Folktale lifestyle. Designed for comfort and crafted with premium materials, these pieces are perfect for any occasion-whether you're enjoying a casual day at the vineyard or relaxing at home. With their sleek designs and soft fabrics, our new apparel seamlessly blends style with comfort, making them a must-have for every Folktale enthusiast.









ARTISAN SPOTLIGHT

Tina Fossella's Pottery

In the serene heart of Marin, therapist and artisan Tina Fossella is redefining human connection and craftsmanship. Her touch and sensory experience.

human emotions and interactions.

The ceramics Tina creates exclusively for us embody our vision of a life that honors the hand, encourages the senses, and respects ritual use. Whether a beautifully glazed bowl or a uniquely shaped mug, each item is designed to be experienced, pottery isn't merely about form or function; it's a tactile not just used. The soft glazes and organic shapes speak to a expression of her deep-rooted belief in the power of human style of life that is deliberate and mindful, where every meal, every sip, becomes a moment to be savored.

Tina's work is an extension of her therapeutic practice. Each Tina Fossella's pottery reminds us to slow down, engage piece of pottery reflects meticulous attention to detail, where with our surroundings, and celebrate the beauty of everyday the subtle curves and textured surfaces invite touch, grounding rituals in a world that often rushes past the simple joys. Her the user in the present moment. The pieces are vessels and a work is more than just pottery; it's a sensory journey that medium through which Tina channels her understanding of transforms the ordinary into the extraordinary, making each piece a cherished part of daily life.

THE ANNEX AT SEVENTH & DOLORES

Whether you're here to explore our new menu, savor a glass of your favorite wine, or experience one of our unique events, The Annex is ready to welcome you. We invite you to make The Annex your go-to destination for indulgence, relaxation, and memories that linger.

We're thrilled to extend our hours to better serve you. Join us for an afternoon escape or a leisurely evening—our doors are open Monday, Thursday, and Friday from 3 pm to 9 pm, Saturday from 2 pm to 9 pm and Sunday from 2 pm to 8 pm. This is perfect timing for unwinding with friends, celebrating a special occasion, or simply enjoying the finer things in life.

Our newly launched menu is already winning hearts and appetites alike. Featuring fresh, local ingredients, and innovative culinary craftsmanship, these dishes are sure to become your new favorites:

Shrimp & Avocado Tower: Dive into layers of shrimp ceviche, bright citrus, creamy avocado, and organic greens—a refreshing start to your meal.

Annex Burger: A 1/2 pound of juicy goodness topped with Gruyère cheese, caramelized onions, roasted tomato, and green garlic aioli, all nestled in a soft brioche bun. It's a classic reimagined with a gourmet twist.

Crispy Chicken Sandwich: Hand-breaded and seasoned to perfection, our 7D-style chicken thigh is served on a brioche bun with a hint of citrus, pickle, jalapeño slaw, and spicy remoulade. It's a burst of flavor in every bite.

Steak Frites: Savor the richness of an 8-oz. Niman Ranch, Prime N.Y. Strip, paired with steakhouse fries and a luxurious bordelaise sauce, is as hearty as indulgent.

But The Annex isn't just about wine and food—it's about creating unforgettable experiences. Our upcoming Thursday listening lounge will offer the perfect soundtrack to your evening, where you can relax and enjoy curated music that complements the vibe. Our Master Makers Dinner Series has already featured a sensory dinner curated by our Greg Ahn, alongside intimate paired dinners with names like Frank Family Vineyards and The Macallan. And there's so much more on the horizon—there's always a reason to return.









SUNDAY SPECIALS AT 7D: BIRDS & BUBBLES

FEATURING

MOËT & CHANDON

CHAMPAGNE

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Join us on Sundays for an unusual but fun and delicious pairing! Enjoy Chef Ray's family recipe: fried chicken—milk-bathed leg, thigh, and wing—served with champagne coleslaw and whipped potatoes.

A glass of Moët Impérial Brut compliments the chicken perfectly.

Only available on Sundays.





7th Avenue & Dolores Street • Carmel-By-The-Sea • 831 293-7600 • 7dsteakhouse.com



