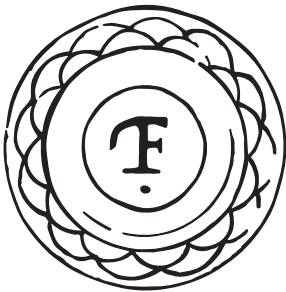


FOLKTALES

SPRING 2025



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



LETTER FROM GREG



The Swedish Art of Aging Exuberantly by Margareta Magnusson is a book that I've recommended many times. The title suggests a guidebook for an older audience, but I find it applicable to humans of any age. In fact, I've even used it as a basis for business presentations, a foundation for decision-making, and many parenting moments. The idea of aging exuberantly is founded on one of our core values at Folktale, and the value that I think is the most important is humility.

The author offers her memoir with a healthy dose of wit, as she offers lessons to inspire the reader to live within their means, enjoy the moment (especially with children), don't complain, and try to leave this place better than they found it. Each life lesson speaks to being grateful and content but also open-minded and embracing change. The Swedish concept of "Lagom," which means something like "just the right amount," is about finding balance and harmony. In this case, that applies to the challenges and changes that come with aging, but when I read the book, it just applied to life. It's really trying to get us not to be curmudgeons, and that lesson has many applications.

A favorite chapter is "Keep an Open Mind." Nothing says curmudgeon like a person who is not open to new ideas, new experiences, or new people. Magnusson writes, "I've found that having a closed mind to new things ages me and my friends more quickly than anything else. I've also realized later in life that I now only regret the things I said no to. Make sure to always say yes, so tu ne regrettes rien."

Now before you go looking for my TikTok dance video, you should know that I personally do regret some things I said "yes" to, but I agree with the philosophy. When my kids were little, I was infamous for quoting the Nike slogan...Just Do It! What is the worst that could happen? Maybe that new idea will fail. You can always go back to the old way, but things will never improve if the old ways are not tested. Maybe you've never wanted to take a trapeze class, or maybe you're missing your true calling. And talking to new people may be the most important thing to say yes to. Through people, we find ourselves. We discover new things. We grow.

So, remember to live life "just the right amount."

Keep an open mind to experiencing new things.

Live Life Exuberantly.

Cheers,
Greg



FROM HARVEST INTERN TO WINEMAKER & VINEYARD MANAGER: NAT'S JOURNEY AT FOLKTALE WINERY

In 2018, Nat's journey into the world of wine began in the Loire Valley, where the art of winemaking first captivated his senses. That first taste ignited a spark that led him to join Folktale Winery for the harvest season later that same year. What started as a harvest internship quickly evolved into a deep passion for the craft, propelling him from Harvest Intern to Cellar Hand and ultimately to Enologist.

By 2022, after gaining invaluable experience at Folktale, Nat embraced a new challenge—managing Siletto Family Vineyards in San Benito County. He oversaw 100 acres of vines there, representing more than 30 varieties, including iconic grapes from France, Italy, and Spain. The vineyard became a pivotal chapter in his journey, helping him refine his winemaking and vineyard management skills while deepening his connection to the land.

Nat's first release under his Blade & Talon label came in 2020, earning an impressive 90 points from Wine Enthusiast—a remarkable achievement for someone with less than two years of winemaking experience. Inspired by Nat's passions for knives and falconry, Blade & Talon embodies his deep respect for nature, tradition, and innovation. These disciplines, like winemaking, require a delicate balance of ancient practices and modern techniques, a philosophy Nat has carried with him throughout his career.

But no matter where his journey took him, the pull of Folktale remained strong. In December 2024, Nat returned to the winery, stepping into the role of Winemaker with a renewed vision and a wealth of experience. This new chapter marks an exciting future for Folktale, one that will build on its rich legacy with even more exceptional wines.

Spring Wine Releases & Tasting Notes

2024 FOLKTALE SAUVIGNON BLANC

558 cases produced
North Coast AVA

14.0% Alc. by Vol.
3.18 pH
7.0 g/L TA

A vibrant symphony of aromas and flavors, this wine opens with lush green notes of fresh-cut grass, bell pepper, and zesty grapefruit, evoking the essence of a sun-drenched vineyard. Bright citrus aromas of lemon and lime intertwine with delicate jasmine, adding an elegant floral lift. On the palate, a whisper of candied pineapple and ripe pear brings a touch of tropical sweetness, perfectly balancing the wine’s crisp acidity. Fragrant botanical hints of Angel’s Trumpet and lemon verbena lend an exotic, perfumed complexity, leading to a refreshing, medium-length finish that lingers with a bright, citrus-driven elegance. A beautifully layered expression, both lively and refined.



2024 FOLKTALE "SEVEN SPANISH ANGELS"

330 cases produced
Arroyo Seco AVA

13.0% Alc. by Vol.
3.35 pH
7.4 g/L TA

This wine unfolds with inviting aromas of ripe peach, zesty lemon rind, and delicate melon rind, accented by a touch of golden pineapple. A full secondary fermentation imparts a rich, creamy texture, enhancing the experience with subtle notes of butter and toasted almonds. On the palate, its bright acidity and crisp structure create a refreshing, angular profile that lingers briefly, leaving a clean, invigorating finish. Balanced between freshness and richness, this wine offers a refined interplay of fruit, texture, and elegance.



2022 BLADE & TALON "ROSE MADDER"

169 cases produced
San Benito AVA
Cabernet Sauvignon, Cabernet Pfeffer, Agliano

13.2% Alc. by Vol.
3.56 pH
5.8 g/L TA

This deep and textured rosé is a masterful co-ferment of Cabernet Sauvignon juice with whole clusters of Cabernet Pfeffer and Aglianico, creating a wine of striking character and depth. Aromas of ripe cherry, vibrant pomegranate, and delicate rose petals entice the senses, while the palate unfolds with tart cranberry, brooding dark fruit, and a touch of crushed gravel minerality. A bright, refreshing acidity carries through to a smooth yet structured medium finish, balancing richness with vibrancy. Layered and expressive, this rosé defies expectations, offering both intensity and elegance in every sip.



2022 FOLKTALE "THE MOUNTAIN"

173 cases produced
Carmel Valley AVA
Cabernet Sauvignon, Petit Verdot, Merlot, Cabernet Franc, Malbec

13.9% Alc. by Vol.
3.67 pH
6.7 g/L TA

Warm and inviting, this wine opens with a rich tapestry of aromas—brown sugar, fragrant cloves, and classic cola intertwine with the delicate floral lift of rose hips and lavender. On the palate, savory umami and gentle smokiness add depth, while waxy, soft tannins create a silky, almost ethereal texture. A balanced acidity keeps everything in harmony, leading to a long, lingering finish where a refreshing whisper of mint and peppermint fruit candies leaves a final, unexpected touch of vibrancy. Intriguing and layered, this wine is both comforting and complex, unfolding beautifully over time.



2024 FOLKTALE ROSÉ OF PINOT NOIR

783 cases produced
Arroyo Seco AVA

12.3% Alc. by Vol.
3.44 pH
7.8 g/L TA

Delicate white flowers and fragrant rose petals introduce a bouquet of light yet expressive aromas, where juicy plum, bright raspberry, and a playful hint of strawberry Jolly Rancher intertwine. On the palate, subtle flinty and herbaceous undertones add vibrancy, lending depth and intrigue to the tasting experience. A refreshing acidity carries the wine through to a crisp, fleeting finish, leaving a lingering impression of elegance and energy. Bright yet nuanced, this wine strikes a beautiful balance between fruit, minerality, and freshness, making it a versatile and engaging choice.



2023 FOLKTALE “THE MESSENGER”

425 cases produced
Monterey County AVA
Sangiovese, Cabernet Sauvignon, Merlot

12.7% Alc. by Vol.
6.3 g/L TA

This medium-bodied wine opens with an enticing medley of ripe plum, juicy cherries, and the exotic tang of tamarind, all lifted by the citrusy brightness of bergamot peel and the rich sweetness of flan. On the palate, layers of sarsaparilla, fragrant lilacs, and earthy tobacco unfold, mingling with the dark allure of blackberries and a balanced medium acidity. Firm, structured tannins provide depth and grip before soft hints of slate emerge, adding a touch of minerality. A final flourish of warm spice lingers on the medium+ finish, leaving a lasting impression of complexity and elegance. Both bold and refined, this wine invites contemplation with every sip.



FROM THE CELLAR
by Winemaker Nat Wong

At Folktale Winery, our cellar team is in the final stages of crafting a vibrant, naturally sparkling Sangiovese. Made from estate-grown grapes that were directly pressed and fermented in stainless steel, this unique wine retains a touch of residual sugar, allowing carbon dioxide from fermentation to create its effervescence. Now, the focus is on removing sediment through a traditional process known as disgorgement. Each bottle is carefully turned upside down, encouraging the sediment to settle in the neck, where it is frozen using dry ice. When the bottle is uncapped, built-up pressure forces out the frozen sediment plug, leaving behind a clear, crisp wine. The bottles are quickly resealed to preserve their delicate bubbles. This time-consuming, hands-on method ensures a bright, fruit-forward sparkling Sangiovese that will soon be popping open for wine lovers to enjoy.

Meanwhile, our cellar team continues to take pride in every stage of our wine-making journey. Bottling each wine is always a proud milestone. Every vintage is carefully crafted, with each bottle capturing the essence of its terroir and the artistry of our team. Our label designs tell a story of their own, reflecting not only the wine inside but also the passion and creativity that go into every sip. As we prepare for upcoming releases, we’re also busy crafting new wines, experimenting with bold flavors and unique blends that are sure to surprise and delight our guests. We can’t wait to share these exciting new creations with you—each one a testament to our commitment to quality and our love for the craft. Stay tuned—something extraordinary is just around the corner!

The Story Behind the Label

By Greg Ahn

SEVEN SPANISH ANGELS ALBARIÑO

For the 2024 vintage, we made a change to the label for Albariño. I should say that I, Greg, changed the label, so you can blame me if you miss the old label.

The image has obviously changed, but I used an image from the same 11th-century illuminated manuscript from Saint Beatus as the original image of the angel flying over the city. It holds the same transcendent and ethereal quality, but this image shows the seven archangels holding bowls and receiving from an eagle, a symbol of god. The image is framed with the Folktale border to make it consistent with the other Folktale wines in this tier. When we bottled our first Albariño, we didn't expect it to become such a core part of our offerings, but the Folktale family has some good taste. Albariño has become one of our most popular wines, but we never updated the label.

As Albariño is a Spanish grape, I gave it the name Seven Spanish Angels, which is an amazing song by Ray Charles and Willie Nelson. It tells the story of an outlaw on the run with his lover. After he is gunned down, the lover picks up the gun, emptied of bullets, and raises it up, knowing she will be gunned down because she can't live without her love. It sounds a little gruesome when I describe it, but check it out on YouTube, and you'll be playing it on repeat.

The story is the inspiration. Our original two-tone labels by Lucas Kilian, which you will find on our Estate Chardonnay and Pinot Noir, I refer to as our Classics. Beautiful expressions of Monterey County's unique terroir and character. These wines with the fanciful names are the Storytellers. Each wine is an expression of the vintage and the winemaker. They are inspired by the idea that there is a story inside that bottle of

Title: *The Saint-Sever Beatus, also known as the Apocalypse of Saint-Sever*

Artist: *Stephanus Garsia (and other unnamed)*

Period: *11th Century*



He looked down into her brown eyes
And said "Say a prayer for me"
She threw her arms around him
Whispered "God will keep us free"
They could hear the riders comin'
He said "This is my last fight
If they take me back to Texas
They won't take me back alive"
There were seven Spanish Angels
At the Altar of the Sun
They were prayin' for the lovers
In the Valley of the Gun
When the battle stopped and the smoke cleared
There was thunder from the throne
And seven Spanish Angels
Took another angel home
She reached down and picked the gun up
That lay smokin' in his hand
She said, "Father please forgive me
I can't make it without my man"
And she knew the gun was empty
And she knew she couldn't win
But her final prayer was answered
When the rifles fired again



7

7D's Pour Decisions: 7D Tea Party

Forget Everything You Know About Traditional Tea Parties: Seventh & Dolores Is Serving Up Something More Spirited



Say goodbye to the prim and proper tea parties of the past—Seventh & Dolores is shaking things up with our 7D Tea Party on Saturday, March 22nd, April 19th, and May 10th. After the overwhelming success of our first event, we're bringing this delightful (and decidedly mischievous) tradition back, but with a twist. Trust us, this is not your grandmother's tea-time..

For just \$75 per person, you'll experience an afternoon of indulgence, laughter, and just the right amount of cheeky fun. Here's what's in store:

A Decadent Spread

Sweet and savory bites that elevate your typical teatime treats—because why settle for the usual when you can have extraordinary?

A Teapot of Specialty Teas

We're keeping things classy at first—sip your tea straight up, as it should be.

Tipsy Tea Add-Ons

For those who prefer their tea with a little more kick, we've got the perfect boozy options to spice things up. After all, why not add a splash of something stronger?

Gather your friends, dress to impress (or just for fun—it's all part of the vibe), and get ready to spill the tea—literally. Seating is available from 1 PM to 4 PM, and spots are filling up quickly, so we highly recommend booking in advance to reserve your place. After all, when the teapots run dry, so does the fun!

Mark your calendars—this is one event you won't want to miss.



From the kitchen

Cooking with Madigan



A Taste of Oaxaca: Our Journey with Chef Ray’s Family

Greg and I recently spent time in Oaxaca, Mexico, where we have launched a new spirits project called Mezcal Mala Idea. The most special part of our trip was a visit to the town of San Pablo Huixtepec, where we were warmly welcomed by the family of our very own Chef Ray, our Head Chef at Seventh & Dolores. This experience was truly unforgettable, as we were invited into their home and treated to a traditional Oaxacan meal prepared with love and deep-rooted culinary heritage.

Among the many delicious dishes we enjoyed, one that stood out was the tlayuda—a quintessential Oaxacan specialty. Paired with homemade pepitos, refreshing horchata, and a smooth pour of mezcal, this meal was a true reflection of the warmth and hospitality that defines Oaxacan culture.

THE HISTORY OF THE TLAYUDA

The tlayuda is often referred to as Oaxaca’s answer to pizza, but it is uniquely its own. This traditional dish dates back centuries and is a staple in Oaxacan cuisine. It starts with a large, thin, and slightly crispy corn tortilla, which is typically spread with asiento (unrefined pork lard) and topped with refried beans, cheese, avocado, cabbage or lettuce, and grilled meats such as tasajo (thinly sliced beef), cecina (marinated pork), or chorizo. Cooked over an open flame or comal, the tlayuda embodies the rustic yet deeply flavorful essence of Oaxacan cooking.

INGREDIENTS:

- 1 large corn tortilla (or substitute with a thin, crispy flour tortilla)
- 2 tbsp asiento (or substitute with olive oil)
- 1/2 cup refried black beans
- 1/2 cup Oaxacan cheese (or mozzarella)
- 1/2 cup shredded lettuce or cabbage
- 1/2 avocado, sliced
- 1/2 cup grilled meat of choice (beef, pork, or chorizo)
- 1 tsp dried oregano
- 1 tsp chili powder (optional, for extra heat)
- Lime wedges for serving

INSTRUCTIONS:

1. Heat a comal or a dry pan over medium heat.
2. Spread asiento or olive oil over the tortilla and warm it slightly until it becomes crisp.
3. Spread refried beans evenly over the surface.
4. Sprinkle Oaxacan cheese generously over the beans and allow it to melt.
5. Add grilled meat of choice, distributing evenly across the tlayuda.
6. Top with shredded lettuce or cabbage, avocado slices, and a sprinkle of oregano and chili powder.
7. Serve warm with lime wedges on the side, and enjoy!

To complement the rich and savory flavors of the tlayuda, we think the 2024 Folktale Rosé of Pinot Noir is an exceptional pairing. This refreshing rosé complements the smoky, earthy notes of the grilled meats and the creamy richness of the cheese and avocado, creating a perfectly balanced pairing. Of course, we would also recommend our new Mezcal Mala Idea, now available at Seventh & Dolores. (More about that in a future issue.)



Cooking Up Something Special: Culinary Workshops Are Back!

We're excited to announce the return of our exclusive culinary workshops for Wine Club members. These events have been incredibly popular in the past, and we're thrilled to bring them back, offering an opportunity to learn culinary skills, explore wine pairings, and dive into the flavors that make Folktale's offerings unique.

Our Wine Club members are more than just customers—they're part of our family. That's why we're committed to creating intimate, enriching experiences that connect them with both the artistry of our wines and the culinary world that pairs perfectly with them.

These workshops will be interactive and designed to inspire, whether it's crafting the perfect wine-pairing dinner, learning the finer points of food preparation, or discovering the

secret techniques that make our cuisine stand out, members will walk away with new knowledge and skills that they can use to enhance their own culinary endeavors.

As we prepare to offer these experiences again, we look forward to seeing familiar faces and welcoming new members to what promises to be a fun, educational, and truly special series of events. It's our way of saying "thank you" for being a part of the Folktale and The Annex family—and we can't wait to share these moments with you.

Stay tuned for details on dates and sign-up information, and make sure you're on the list to experience these one-of-a-kind workshops exclusively for our Wine Club members.



CALENDAR of EVENTS & WORKSHOPS

a taste of what is to come...

<p><u>THURSDAY MARCH 20</u></p> <p>THE ANNEX</p> <p>Paint-A-Tote Workshop</p>	<p><u>SATURDAY MARCH 29</u></p> <p>FOLKTALE</p> <p>Wine Club Fireside Concert: Sara Loera</p>	<p><u>THURSDAY APRIL 10</u></p> <p>FOLKTALE</p> <p>Wine Club Culinary Workshop "Latin Flavors"</p>
<p><u>THURSDAY APRIL 17</u></p> <p>ANNEX</p> <p>Balms & Botanicals Workshop</p>	<p><u>SUNDAY MAY 4</u></p> <p>FOLKTALE</p> <p>Wine Club Fireside Concert: Casey James</p>	<p><u>SUNDAY MAY 11</u></p> <p>FOLKTALE</p> <p>BEST OF SAN FRANCISCO COMEDY COMPETITION-MOTHERS DAY</p>
<p><u>SUNDAY JUNE 6</u></p> <p>FOLKTALE</p> <p>SUMMER PARTY PICK-UP PARTY</p>	<div></div> <p>Upcoming events at Folk tale</p> <p>Upcoming events at The Annex Wine Bar</p>	

NEW YEAR, NEW WINES, NEW ADVENTURES

Your First Wine Club Release is Just the Beginning!

We're thrilled to kick off our first wine club release of 2025, and trust us—this year is going to be next level! We've been working behind the scenes to bring you more magic, more connection, and more unforgettable experiences. You're in for some seriously exciting surprises, new projects, and exclusive perks, all crafted just for YOU.



Stay tuned, stay excited, and let's make this year one for the history books!

Get ready—here are the key dates you won't want to miss:

March 16th: Let's celebrate! Join us for the Spring Pick-Up Party!

Week of March 17th: Your shipping orders will start arriving—get ready to sip!

May 4th: Last chance to pick up your Spring order—don't let it slip away!

June: Our Summer Release begins—new wines, fresh vibes!

June 8th: The Summer Pick-Up Party—let's keep the good times rolling!

Mark your calendars, set your reminders, and get ready for a season packed with unforgettable moments!

FOLKTALE PROVISION'S FRESH PICKS



There's a delightful hum in the air at Folk Tale Winery, and it's not just the chatter of guests enjoying a glass of wine—it's the sound of our hardworking bees creating something truly special. Our vineyard estate is home to thriving beehives, and the golden reward of their labor has quickly become a must-have in our retail shop. Folk Tale's housemade honey, harvested straight from our hives, offers a pure and delicious taste of nature. Whether you drizzle it over warm toast, stir it into your morning tea, or simply enjoy a spoonful on its own, this honey is a sweet reminder of the magic happening right here.

But the buzz doesn't stop there. Our housemade mulling spices have also become a seasonal favorite, filling homes with cozy aromas and adding a touch of warmth to every cup. Whether you're crafting the perfect mulled wine, spicing up your cider, or infusing a bit of holiday cheer into your evening, these fragrant blends are the perfect companion for chilly nights. If you haven't stocked up yet, now's the time!

As we eagerly anticipate the arrival of spring, we're curating even more exciting additions to Provisions, our retail shop. Fresh pantry staples, delightful new products, and hand-selected offerings will soon be available—perfect for everything from intimate picnics with friends to indulgent nights at home. Looking for a thoughtful gift or a little treat for yourself? Folk Tale's retail shop is the place to find something truly special.

Stop by to explore our latest offerings and take home a taste of Folk Tale. Whether it's a jar of our golden honey, a bundle of mulling spices, or one of our many carefully curated provisions, we can't wait to share what's next with you!

FOLKTALE
PROVISIONS

FOLKTALE PROVISIONS

Take the Story Home



Your visit to Folk Tale Winery is more than a tasting. It's an experience, a memory, a moment worth keeping. At Folk Tale Provisions, we offer a way to take that feeling home.

From soft, well-worn tees and classic hats to thoughtfully crafted home goods, our collection is designed for those who appreciate the details, just like our wines. Whether it's a reminder of a perfect afternoon in the vines or a gift for someone who should have been there, Folk Tale Provisions lets you carry the story with you.



FOLKTALE
PROVISIONS
CARMEL, CALIFORNIA

MEMBERS-ONLY CONCERTS THAT HIT THE RIGHT NOTE!



There's something undeniably special about sharing a glass of wine with friends, feeling the warmth of a fire, and getting lost in the energy of live music. It's these moments—the ones that bring us together, spark conversation, and create lasting memories—that inspired our Wine Club Fireside Concert Series.

Designed exclusively for our Wine Club members, this series is all about intimate, one-of-a-kind performances in the heart of our Members' Lounge. No massive crowds, no distractions—just you, a glass of something amazing, and an artist performing just a few feet away.

We couldn't think of a better artist to launch this experience than Sara Loera. With a voice that effortlessly spans rock, pop, jazz, and R&B, Sara has captivated audiences around the world, sharing the stage with legends like David Foster and Postmodern Jukebox. Whether you've seen her on Bravo TV's *Bet It All on Blonde* or are one of the 250+ million views she's racked up on YouTube, one thing is certain—she knows how to put on a show. Plus, with her sizzling Las Vegas residency performances, Sara continues to prove she's a force to be reckoned with.

Kick off the evening with a pre-show dinner in the Wine Garden, sip on your favorite bottle, and then relax in the Members' Lounge for an unforgettable fireside performance. To make the night even more special, we're offering an exclusive meet-and-greet with Sara after the show—because being part of this club should always come with something extra. This is just the beginning of what we have in store for our Wine Club family. Space is limited, and these events will sell out—so grab your seat now and be part of something truly unforgettable.

THE ANNEX WINE BAR

CARMEL • CALIFORNIA

Life's Too Short for Bad Wine—Join Us at The Annex for the Good Stuff



7th Avenue & Dolores Street • Carmel-By-The-Sea • 831 309 9463 • theannexcarmel.com



"Good food and wine: because sometimes, the best therapy is a fork in one hand and a glass in the other."

