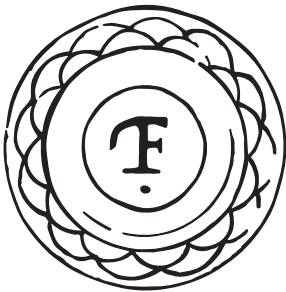


FOLKTALES

SUMMER 2025



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



LETTER FROM GREG

Folktales are a part of every culture on Earth. These stories that have been passed down generation after generation hold the values of a community, define that community, and shape future generations. In these crazy times, full of emotion and chaos, I thought I would return to a favorite folktale of mine as a reminder of what our community is about. Do you know the story of The Three Questions by Leo Tolstoy?

It is the story of a king who believed that if he always knew just when to undertake everything he did, who the most essential people to deal with were, and what the most important thing to do was, he would never fail in any of his endeavors.

He proclaims that he will give a great reward to the person who can answer his three questions.

- 1. What is the right time?**
- 2. Who are the right people?**
- 3. What is the most important thing to do?**

So, wise men from across the kingdom present their answers. Unfortunately, their answers are all different, coming from their individual perspectives, and do not satisfy the king. The king decides to consult a hermit who lives in the forest and is famous for his wisdom. He disguises himself in a peasant's clothes and finds the hermit digging a garden in front of his hut. The hermit is old and frail, so the king, out of compassion, digs the garden for the hermit. He keeps on asking the three questions, but the hermit keeps silent. Hours pass, and the sun begins to set, when suddenly, the hermit sees a bearded man running towards them. He is badly wounded and dying, so the king works to help the man and eventually stops the bleeding. The sun has set, so he brings the wounded man into the hut for the night, and they both fall asleep.

The next day, the king wakes up, and the bearded man sees him and begs his forgiveness. He admits that he was an enemy of the king and was planning to take vengeance because the king had killed his brother and taken his lands. Now the king had saved his life, so he begged for his forgiveness and vowed to serve him. The king not only forgave the man but also returned his lands to him.

Preparing to depart, the king seeks out the hermit once again to ask for answers to his questions. "But you have already been answered," says the hermit and proceeds to recount the king's actions over the previous day.

"Had you not taken pity on my weakness yesterday and dug these beds for me, instead of turning back alone, that fellow would have assaulted you, and you would have regretted not staying with me. Therefore, the most important time was when you were digging the beds; I was the most important man, and the most important pursuit was to do good to me. And later, when that man came running to us, the most important time was when you were taking care of him, for if you had not bound up his wounds, he would have died without having made peace with you; therefore he was the most important man, and what you did for him was the most important deed."

So, the king's questions are answered in his own actions.

- 1. Now is the right time to do every action because now is the only time that we can control.**
- 2. The right person is the one you are with at that moment.**
- 3. The most important thing to do is to do good for the person you are with, right now.**

Cheers,
Greg



WINE CLUB MEMBER SPOTLIGHT



Janis & Stephen Wilson-Pavlik- Chapter 1 | Members for 9 years

WE LOVE ALL OF OUR FRIENDS AT FOLKTALE! They are extended family:-) XO, Janis and Stephen

•What first brought you to Folktales, and what keeps you coming back?

On June 9th, 2016, as Janis was driving past Folktales, her car seemed to have a mind of its own—it turned into the driveway and parked itself! It was the day after our 31st wedding anniversary, and with Steph hard at work up at UCSC, Janis decided to treat herself to a wine tasting. She gave Steph a quick call and asked, “What do you think about us joining the wine club?” The rest, as they say, is history.

What keeps us coming back is the beautiful building and gardens, delicious wines, and most importantly, **THE PEOPLE** who work at Folktales! The delicious bites and the live music are a very important part of our overall experience. When we tell friends we're in our happy place they know we're at Folktales!

•Do you have a favorite Folktales wine, or one that pleasantly surprised you?

Janis: It's honestly a tie between Brut Rose, Cab Syrah, and the Riesling! The Pet Nat too!

Steph: In order, Cab Syrah, Whole Cluster Pinot, and The White Witch; the Pet Nat was a surprise!

•What's one of your favorite memories or experiences at Folktales?

Janis & Stephen: *THE LIVE IN THE VINES* events and seeing the *KRML* crew and all our friends at Folktales!

•What do you enjoy most about being a member?

Folktales IS truly our happy place—it feels amazing to be part of such a special community, surrounded by a wonderful team of people.

•If you could plan your perfect day at Folktales, what would it include?

Sunshine, gathering in the Garden with good friends, enjoying live music, seeing others doing the same, and of course enjoying Folktales wines.

Spring Wine Releases & Tasting Notes

<div>2024 FOLKTALE PÉT-NAT-ROSÉ</div> <div>205 Cases Produced Monterey AVA</div> <div>12.3% Alc. by Vol. 3.20 pH 8.20 g/L TA</div> <div><p>A vibrant and effervescent expression, this Monterey Sangiovese pét-nat opens with a delicate mousse, hinting at its gentle sparkle. The nose is greeted by fresh strawberry, reminiscent of sun-ripened fruit, layered with playful candied notes. Herbal nuances of sage and basil weave through the aromatic profile, lending a savory complexity that offsets the wine’s fruit-forward character. On the palate, zesty lemon rind emerges, offering a bright, citrusy lift. The wine’s high acidity provides a crisp backbone, accentuating its vibrant flavors. The finish is clean and brisk, with the interplay of herbs and citrus leaving a lasting impression of freshness. A spirited take on Sangiovese, both invigorating and nuanced.</p></div> <div></div>	<div>2024 FOLKTALE ESTATE CHARDONNAY</div> <div>876 Cases Produced Arroyo Seco AVA</div> <div>13.5% Alc. by Vol. 3.7 pH 5.60 g/L TA</div> <div><p>From the esteemed Ventana Vineyard in Arroyo Seco, this Chardonnay unfolds with inviting aromas of ripe stone fruit, reminiscent of juicy white peach and apricot, mingling with bright citrus notes of Meyer lemon and a hint of tropical pineapple. On the palate, the wine is smooth and round, with a luxurious texture that coats the mouth. Hints of waxy lemon add a layer of complexity, while delicate white flowers emerge on the retronasal, offering an elegant floral lift. The medium-short finish is refreshing and well-rounded, leaving a balanced impression of fruit, acidity, and subtle oak influence. A harmonious expression of Arroyo Seco Chardonnay.</p></div> <div></div>
<div>2024 FOLKTALE ESTATE PINOT NOIR</div> <div>Cases Produced 581 Arroyo Seco AVA</div> <div>13.6% Alc. by Vol. 3.76 pH 5.60 g/L TA</div> <div><p>From the renowned Patricia Lane Vineyard in the Arroyo Seco AVA, this Pinot Noir showcases a complex aging regimen, spending time in 72% stainless steel, 17% new French oak, and 11% neutral oak. The resulting wine opens with inviting aromas of dark chocolate, reminiscent of decadent truffles, intertwined with the bright, effervescent notes of cherry cola and the rich, juicy character of red plum. On the palate, the wine unfolds with a rich tapestry of flavors, led by dark cherry, which provides a core of fruit-forward intensity. Delicate notes of hibiscus add a floral and slightly tart dimension. The finish is smooth and medium-short, leaving a lasting impression of balance and complexity.</p></div> <div></div>	<div>2023 FOLKTALE "QUEEN OF HEARTS" SYRAH</div> <div>Cases Produced 345 Santa Lucia Highlands AVA</div> <div>13.6% Alc. by Vol. 3.65 pH 5.8 g/L TA</div> <div><p>A captivating blend from Chalone and Santa Lucia Highlands AVAs in Monterey County, this Syrah showcases the best of both regions. Aged for 18 months in 14% new French oak, the wine opens with inviting aromas of dark cherry, reminiscent of ripe fruit, intertwined with decadent notes of dark chocolate and warm baking spices. On the palate, the wine unfolds with layers of intriguing flavors. A subtle hint of black pepper adds a spicy complexity, while delicate notes of green tea emerge through the retronasal, lending an earthy counterpoint. The finish is smooth and medium in length, leaving a lasting impression of balance and finesse. A beautifully integrated Syrah.</p></div> <div></div>

2024 FOLKTALE "WE ARE FLOWER"

Cases Produced 306

Arroyo Seco AVA

12.3% Alc. by Vol.

3.44 pH

7.8 g/L TA

Crafted from a blend of 69% Sémillon, 23% Sauvignon Blanc, and 8% Marsanne, this Monterey County white wine opens with a bright and inviting bouquet. Aromas of zesty lemon and lime intertwine with delicate white flowers, creating a fresh and aromatic introduction. On the palate, the wine is vibrant and lively, with fresh grassy notes that evoke a sense of springtime meadows. Hints of bergamot add a unique citrusy and floral dimension, enhancing the wine's aromatic profile. The wine's lively acidity provides a refreshing backbone, carrying through to a smooth, waxy, medium-short finish that leaves a lasting impression of balance and finesse. A refreshing and harmonious blend, perfect for warm afternoons.



2024 FOLKTALE "NEW LOVE"

Cases Produced 286

Arroyo Seco AVA

13.3% Alc. by Vol.

3.62 pH

5.40 g/L TA

From Ventana Vineyard in the Arroyo Seco AVA, this Gamay embodies the vibrant, fruit-forward character for which the grape is known. Crafted using carbonic maceration in stainless steel and aged for 5 months in steel, this wine bursts with an exuberant bouquet of strawberry bubblegum and cherry Jolly Rancher, evoking youthful and playful aromas. On the palate, the wine unfolds with flavors of ripe raspberry, adding depth and complexity to its fruity profile. Delicate notes of violets emerge on the retronasal, lending a floral elegance, while subtle hints of dried grass add an earthy counterpoint. The finish is light and refreshing, with a distinctive soapy note that cleanses the palate. A lively and expressive Gamay.



2023 FOLKTALE "THE DANCE" GRENACHE

Cases Produced 286

Arroyo Seco AVA

13.8% Alc. by Vol.

3.54 pH

5.70 g/L TA

Sourced from Mission Ranch in the Arroyo Seco AVA, this Grenache is aged for 17 months in 25% second- and third-year French oak. Aromas of ripe raspberry, strawberry, and tart cherry create a vibrant, fruit-driven bouquet. On the palate, layers of anise, cinnamon, and tobacco emerge through the retronasal, adding spice and earthy depth. Subtle oak influence lends a gentle warmth and structure, seamlessly integrating with the wine's lively fruit. The wine finishes with a herbaceous, medium-length finish that brings added complexity and balance. A nuanced and expressive Grenache.



FROM THE CELLAR
by Winemaker Nat Wong

Spring is in full swing, and the vineyards are waking up with vibrant energy. Bud break occurred about a month ago, and our vines are now pushing shoots, setting the stage for flowering. With a dry winter and spring, we're heading into a warm season reminiscent of last year. While good for ripening, it also means we're carefully managing water in our inland sites.

We've recently mowed the cover crops—balancing pest habitat control with soil nourishment. At the same time, our team is “suckering,” removing unwanted shoot growth to help the vines channel their energy into producing beautiful clusters.

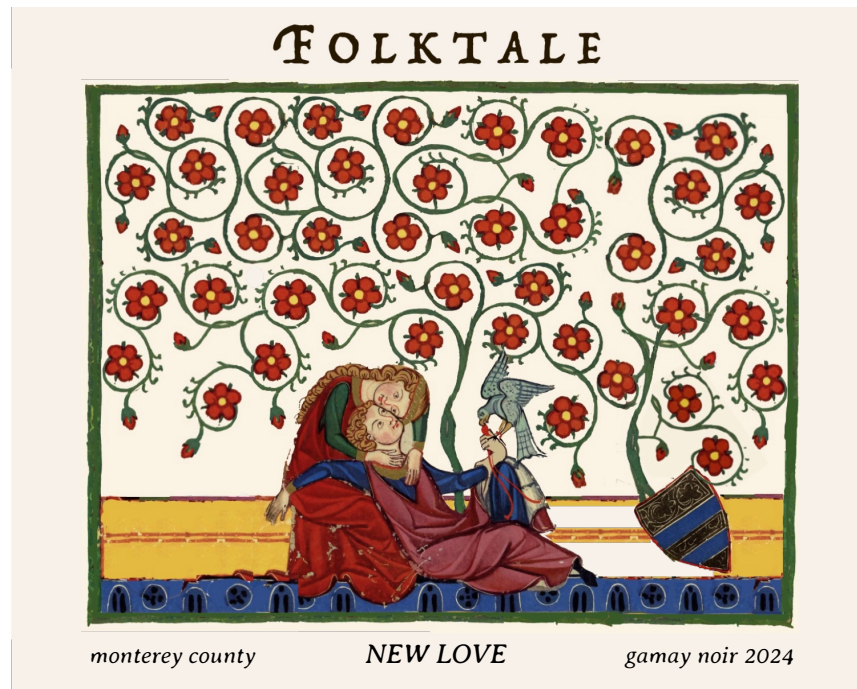
Flower formation is underway, and we're keeping a close eye on the weather, hoping for calm, dry days ahead. Our vineyard team is making regular rounds with protective sprays and foliar nutrients to keep the vines healthy and free from mildew and disease.

In the cellar, we've shifted to smaller bottling runs. Hand-bottling is tedious, but it brings us together and reminds us why we do what we do. We're also maintaining our in-barrel wines and sanitizing barrels to ensure quality and consistency.

There's a lot happening behind the scenes right now, and we're excited for what's ahead. As always, we're grateful to have you along for the journey—your support allows us to do what we love.

The Story Behind the Label

NEW LOVE is the reimagined name for our summer red wine.



We used to call it our Carbonic Sangiovese or Carbonic Red because it was made through carbonic maceration. That is the winemaking technique of taking whole bunches of grapes and sealing them in a tank with carbon dioxide so there is no oxygen. Then the magic happens. Instead of fermenting juice, fermentation happens in each individual berry until thousands of grapes burst open with fresh, juicy wine with soft tannins in a celebration of fruit. The result is a light, fun red wine that is perfect to enjoy chilled in warmer weather. Unfortunately, the word ‘carbonic’ is not that sexy, and many people thought it meant it was carbonated or didn’t know to chill it.

The label art is an image from the Codex Manesse, a German manuscript full of art, songs, and poetry. The original image was of Konrad von Altstetten, who, from what I have researched, was your classic medieval German playboy. He was a petty nobleman and poet, who today might be a DJ with a trust fund. He is represented in the Codex Manesse with 3 of his dance songs, and this image of him reclining in his lover’s arms. The tied falcon is said to suggest that “his sexual aggression has been tamed,” and the rose bush is supposedly “sprouting from his loins.” So maybe the playboy has finally found love. I decided to alter the image, filling the space with more roses. In total, there are 42 red roses, a symbol of a declaration of love and commitment.

We are so excited to reintroduce this great summer wine with a new name and label. Pair it with anything from the BBQ, pasta pomodoro, Margherita pizza, tomato salad, and just about anything you are going to enjoy on the back patio this summer. Make sure you’re playing a great summer playlist. I recommend the 1999 triple album by The Magnetic Fields called 69 Songs. (PS – ‘Book of Love’ is one of my favorites and could be about the Codex Manesse). In the end, the name New Love is going to make perfect sense because we believe this is going to be your new favorite wine this summer. When the grill is going, you’ve got some color on those legs, and you taste this cool, refreshing Gamay... there will be no turning back.

Codex Manesse

Period: 14th Century

Origin: Germany

FOLKTALE

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CARMEL, CALIFORNIA

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BECAUSE LIFE'S TOO SHORT FOR BORING COCKTAILS



SEVENTH & DOLORES

CARMEL, CALIFORNIA



From the kitchen

Cooking with Madigan



Penne, Kale, and New Love

As summer gets closer, I start thinking about the kids coming home. It’s not long before someone asks, “Mama, can you make that pasta?”—and I already know which one they mean. It’s our go-to comfort meal: penne with spicy sausage and a creamy tomato sauce, plus a simple kale salad on the side.

It’s nothing fancy, but it always hits the spot. The house starts to smell like garlic and tomatoes, and somehow everyone ends up in the kitchen at once—talking over each other, grabbing bites, catching up. It’s a little chaotic and a lot of fun.

This year, I’m excited to pair it with our newest release: 2024 New Love. It’s our carbonic Gamay, and it’s full of juicy red fruit and a little bit of sass—perfect served slightly chilled next to this dish. It’s got just enough brightness to cut through the richness of the pasta and makes the whole meal feel a little more special.

PENNE WITH SPICY SAUSAGE & TOMATO CREAM SAUCE

INGREDIENTS

- 5 diced Shallots
- 4 Cloves of Garlic
- 2 Tablespoons of Olive Oil
- 1lb of Spicy Italian Sausage
- 1 Tablespoon of dried Sage
- 32oz Can of diced or puréed Tomatoes
- 1 Cup of Whipped Cream
- 1 box of Penne pasta

INSTRUCTIONS:

1. In a big cast iron pan or Dutch oven, sauté your diced shallots and garlic cloves in olive oil for about 5 minutes.
2. Add the spicy Italian sausage and cook until it’s fully browned.
3. Stir in dried sage, and your can of diced or puréed tomatoes, and whipping cream.
4. Let it simmer on low while you cook your pasta.
5. Boil penne in salty water until al dente, then drain and toss with the sauce.
6. Serve with grated Parmesan and a good hunk of crusty bread.

KALE SALAD

INGREDIENTS

- 1lb (1 bunch) of Curly Kale
- 1 Clove of pressed Garlic
- 2 Tablespoons of Olive Oil
- 1 Lemon, juiced
- 1/2 Cup Panko breadcrumbs
- 1/2 Cup shredded Parmesan
- Salt & Pepper to taste

INSTRUCTIONS:

1. Strip the leaves of curly kale and slice them into thin ribbons.
2. In a big bowl, mix the kale with the pressed garlic, olive oil, the lemon juice, panko breadcrumbs, and shredded Parmesan.
3. Toss it all together and season with salt and pepper.

That’s it. Easy, satisfying, and feeds a crowd. The kids all know how to make it now that they’re out on their own, but they still say it tastes better when I make it. I think it’s just the garlic—and maybe a little nostalgia.

Pop a bottle of New Love, gather whoever’s around, and enjoy. No stress, just good food, good wine, and a few good stories.



Vineyard Tours Are Back—And Better Than Ever!

Whether you're new to the winery or a longtime Wine Club member, we can't wait to welcome you on a memorable 90-minute tour of our estate vineyard, where you'll experience the true essence of our vineyard and winemaking.

Start with a glass of bubbles and a warm welcome in the beautiful Upper Courtyard, where you'll hear the story of how this land grew into the heart and soul of Folk Tale Winery. Then, we'll take you on a stroll through our vineyards, where you'll see, smell, and feel the passion that goes into every grape we grow.

Next, get ready to head behind the scenes into our barrel room—the place where the magic really happens. Taste wine fresh from the barrel (yes, straight from the source!), and if you're lucky, our winemakers might share some insider stories and secrets about what makes each vintage so special. It's an exclusive peek into the craft behind your favorite bottles.

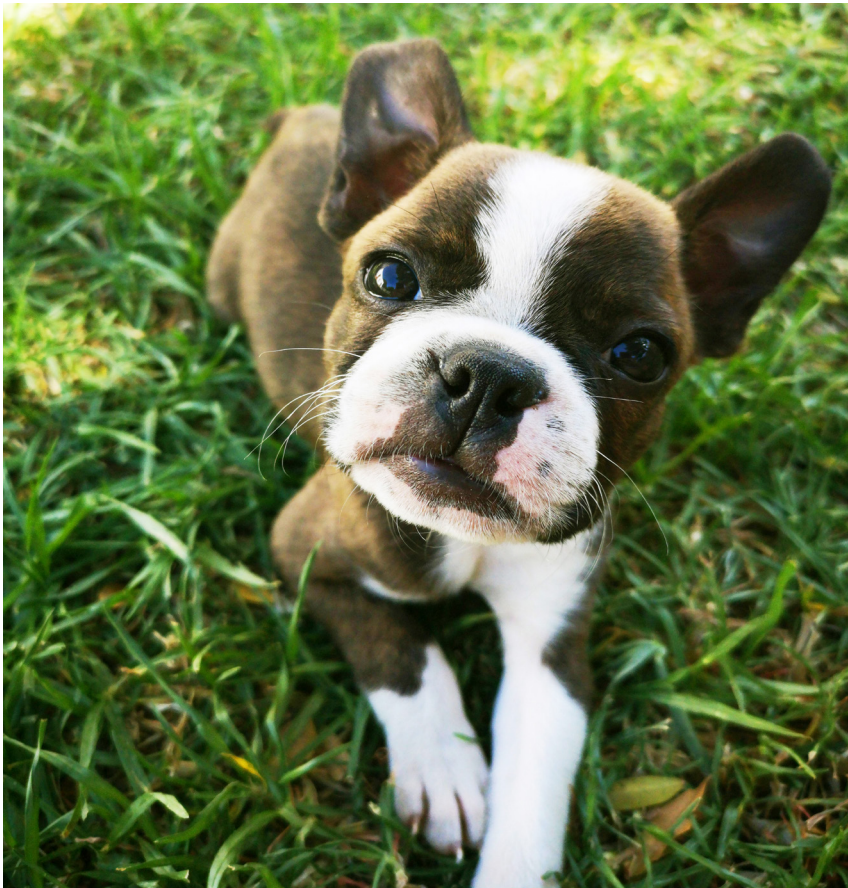
Finish the journey tucked away at our private tasting table, where you'll enjoy a reserve tasting of some of our favorite wines. It's the perfect way to relax, savor, and soak in everything you've discovered.

Don't wait—reserve your spot today and come see why everyone's talking about our vineyard tours!



WHAT’S NEW IN THE WINE CLUB?

We’ve got some exciting updates just for our Wine Club members—and a few surprises along the way!



Introducing: The Wine Club Exclusive Doggie Menu

Because VIP treatment shouldn’t stop at the leash! We’re rolling out a special doggie menu just for our Wine Club members and their furry friends. Whether you’re lounging on the patio or stopping by for a weekend outing, your pup can now enjoy their own delicious treats. Tail wags guaranteed!

Summer is Heating Up—with Events You Won’t Want to Miss

We’re packing the season with unforgettable moments—from tastings and live music to vineyard gatherings and more. Keep an eye on our events calendar so you don’t miss a single toast-worthy occasion!

Thank you for being such an important part of our wine-loving community. We’re excited to spend a vibrant, flavor-filled summer with you—and your four-legged sidekicks!

Cheers to new flavors, fresh memories, and a summer to remember!

7D TEA PARTY

AT SEVENTH & DOLORES
SATURDAY JUNE 21ST
1PM - 4PM

THE TEA PARTY
YOU DIDN’T KNOW
YOU NEEDED — BUT
WON’T FORGET!



FOLKTALE PROVISION'S OLIVE OIL: A TASTE OF CARMEL VALLEY IN EVERY DROP



Folktale Provision's extra virgin olive oil is more than a pantry staple—it's a liquid tribute to Carmel Valley's sun-kissed landscape and coastal breeze.

Grown and crafted organically by Folktale's trusted partners, Bruce and Beth Sterten, just a mile from the scenic Folktale Winery, this exquisite olive oil is the result of 120 carefully tended olive trees, each bearing a blend of French olive varieties that thrive in this unique microclimate. The partnership between the Stertens and Folktale Winery brings together passion, place, and precision in every bottle.

What sets this olive oil apart isn't just its organic origin but its ability to capture the very essence of Carmel Valley. From the warmth of the valley's golden sun to the fresh, salty hints of the nearby Pacific Ocean, each drop offers a vivid sensory experience. It's as if you're tasting the land itself — bright, vibrant, and unmistakably local.

Whether drizzled over a fresh salad, used to finish a rustic loaf of bread, or incorporated into your favorite recipes, Folktale Provision's extra virgin olive oil brings a beautiful expression of terroir to your table. It's more than just olive oil—it's a story, a place, and a tradition bottled for you to savor.

FOLKTALE
PROVISIONS

Calendar of Events & Workshops

SUNDAY JUNE 7TH @ FOLKTALE

Boujee Bubbles

SUNDAY JUNE 8TH @ FOLKTALE

Summer Luau Wine
Club Pick-Up Party

THURSDAY JUNE 12TH @ FOLKTALE

 **POSTPONED**
Exclusive Workshop

From Curds to Boards

FRIDAY JUNE 13TH @ FOLKTALE



Exclusive Fireside Concert

Hannah Brady

THURSDAY JUNE 26TH @ ANNEX

Master Makers:
Mezcal Mala Idea

THURSDAY JULY 3RD @ FOLKTALE



Exclusive Workshop

Salsa, Dips & Everything Chips

THURSDAY JULY 10TH @FOLKTALE

Summer Tea
Alchemy Workshop

TUESDAY JULY 15TH @FOLKTALE

Live In The Vines:
Futurebirds

FRIDAY JULY 18TH @ FOLKTALE



Exclusive Fireside Concert

Shawn Eiferman

SUNDAY JULY 27TH @ FOLKTALE

Line In The Vines:
Monophonics

THURSDAY JULY 31ST @FOLKTALE

Candle Making
Workshop

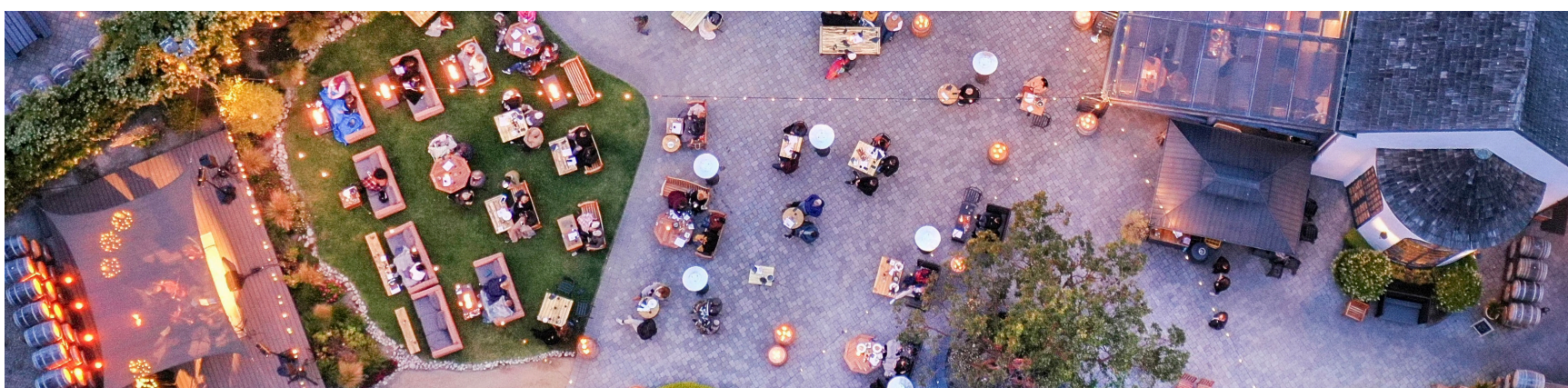
Folktale Events



Annex Events



SUMMER'S SOULFUL STANDOUT: MONOPHONICS



On Saturday, July 27, we're bringing the Monophonics to the Wine Garden for what will undoubtedly be one of the biggest and best concerts of the year. Set against a backdrop of vineyards and golden hour skies, it's the perfect summer night—filled with unforgettable music, Folktale wine, and good company.

If you haven't experienced Monophonics live, get ready to be blown away. Hailing from the Bay Area, this powerhouse band has toured the world, selling out shows across New York, London, Amsterdam, and beyond. Their sound? A hypnotic blend of psychedelic soul, vintage funk, and modern emotion that hits you right in the heart.

With standout albums like *Sage Motel* and *It's Only Us*, they've carved out a space at the top of the modern soul movement—and their live performances are where they truly shine. Rich, raw, and deeply moving, this is music that feels like something.

And here's the best part—as a Wine Club Member, you get priority access and special ticket pricing. That means you'll be the first to grab the best seats in the house and enjoy them at a discounted rate. It's one of the many ways we say thank you for being a part of the Folktale family.

We've designed the Wine Garden experience with your comfort in mind—every reservation includes a table and seating, with full food and wine service brought right to you. Planning a night out with friends? No problem. Reserve your table and easily add on extra seats so everyone can join the fun. This one will fill up fast, and trust us—you'll want to be there.

Great wine. Great food. Great music. One unforgettable night. Let's make some memories together.

THE ANNEX WINE BAR

CARMEL • CALIFORNIA

The Only Third Wheel Here is a Bottle

Whether you're toasting to love, friendship, or simply making it through the week, we've got just the pour for the occasion.



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“Let your Summer unfold like our wines, rich with flavor and a hint of whimsy.”

