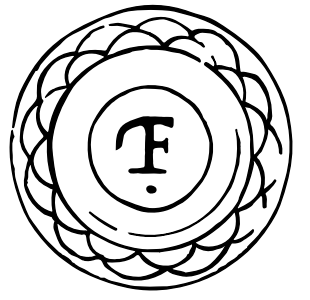


# FOLKTALES

WINTER 2024



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





## LETTER FROM GREG



*The Ahn family 2007*

When our children were little, the three of them (and even the dogs) could easily be lathered into a frenzy when they all got excited together. We would be cooking breakfast or planning to go to the market when one child's proposal to go to the beach or eat ice cream for breakfast would create the kind of instant unity that nations can only imagine. They were a powerful force to change the direction of the day. In these moments, I would stand tall, plant my feet, put my fists on my hips, look bravely up and away like a Marvel comic superhero, and command in my bravest voice, "Ignore Powers, ACTIVATE!".

In Zen Buddhism, there is a philosophy that embraces impermanence – the idea that everything is always changing, and one must accept that change is inevitable. The Greek philosopher Heraclitus wrote, "No man ever steps in the same river twice, for it's not the same river, and he's not the same man." It's likely not an exact quote, but you get the idea. Everything is always changing, not just the world around us, but we, as individuals, are constantly changing...hopefully growing and evolving, not regressing. But for most people, change is much more than just uncomfortable. It is stressful and scary. They want to stay the course, even though there may be a better path. The more sudden and drastic those forces of change are, the more anxiety and resistance they create. There is nothing like an election year to illustrate that point. So, what do we do to manage the stress of an ever-changing and ambiguous world or just the stress of the holidays? Personally, I have my coping mechanisms. What I refer to as "Going to Greg-topia". I just put on my noise-canceling headphones, lie down on the sofa, and announce to everyone that I'm heading to Greg-topia. Then, play some music and escape for at least 30 minutes. In extreme cases, I will drive to Big Sur for lunch. Look out over the Pacific and start taking big breaths. By the time I return, I feel like I've been gone all weekend.

Ultimately, I am advocating for finding stillness in the chaos. First, we must accept that change is inevitable. Then, we can try to control how we will react. Imagine sitting by a river. Now imagine a rock in the middle of that river. The water flows around and over the rock, but it is still solid.. This is stillness surrounded by constant change – yet an accepted scene of tranquility. Be hopeful and strong in bad times. Be grateful and optimistic in good times. Everything will change and change again, and the river will never be the same twice.

Stand tall, plant your feet, and put your fists on your hips. Look bravely up and away, then let's go get some ice cream for breakfast. I learned not to fight the forces of change. It ends up that my Ignore Powers were never very strong.





## FROM GOOD WINES TO GOOD TIMES

As we step into a new year, we're thrilled to reflect on Folktale Winery & Vineyards' journey from its humble beginnings to the vibrant destination it has become today. Years ago, Folktale started with a simple mission: creating an unforgettable space where wine, food, music, and people come together harmoniously. From that vision, Folktale has grown into more than just a winery—it's a place of full-sensory experiences where guests can feel at home with friends and family, discovering something new with every visit.

At the heart of Folktale's evolution has been our commitment to quality, starting with the people who make it all happen. We believe in hiring passionate, talented individuals who bring their unique touch to everything we do, from wine-making and culinary arts to hospitality. This dedication to quality has helped us shape an environment that feels alive with creativity and connection.

Today, we're proud to offer much more than wine tastings. Folktale is a hub for immersive experiences, with something

for everyone to enjoy. We're introducing new hands-on workshops, cooking classes, and culinary journeys that invite guests to roll up their sleeves and get involved. Our concerts bring live music and gourmet dining together in a way that engages all the senses. Our expertly curated wine selections—from sparkling whites to bold reds—continue to be crafted with the care and attention that have always set Folktale apart. Each bottle tells its own story, leaving you eager for more.

Folktale is a place to unwind, learn, and celebrate, where every moment is designed to feel as welcoming as a gathering of old friends. As we grow, our goal remains the same: to be a home where you can create new memories, savor full-bodied experiences, and, perhaps, discover a little magic. We're excited to share the year ahead with you—new events, flavors, and adventures await at Folktale Winery & Vineyards. Here's to a new year, a new Folktale, and to each of you who make this journey possible. Cheers!



## Winter Wine Releases & Tasting Notes

### 2023 FOLKTALE SLH CHARDONNAY

249 cases produced

Santa Lucia Highlands AVA

13.1% Alc. by Vol.

3.46 pH

6.3 g/L TA

The Santa Lucia Highlands are alluvial deposits from the mountains above and end abruptly where the ancient seafloor and river once eroded the valley. The vines often sit above the fog line and are exposed to the morning sun above the Pinnacles and eastern mountain range. This unique combination of soils and climate makes it the perfect place for growing both Pinot Noir and Chardonnay.

We wanted our SLH Chardonnay to be an expression of place and a wine with depth and structure to allow it to age well past 10 years from now. We gently pressed the grapes and barrel fermented the juice in 25% new French oak, where the wine continued to age until bottling 12 months later. The result has lovely tropical fruit flavors like kiwi and melon with a fantastic texture and creaminess from the French oak. The palate helps lift the fruit and showcase some sweet oak flavors – reminding us of a banana cream pie.



### FOLKTALE SOL TRAIN 7-YEAR SOLERA ORANGE

130 cases produced

Monterey County

13.6% Alc. by Vol.

3.71 pH

5.9 g/L TA

We are proud to introduce the latest version of our Sol Train, which includes expressions of the last 7 years of orange wine production. What started as an experiment has turned into one of our most treasured and unique wines and one of our absolute favorites to make. For the latest added component, we once again chose Chardonnay due to its skin color, the texture it gives to wine, and the wonderful aromas. The Chardonnay component was natively fermented and aged in neutral French oak before blending with the previous blend released in 2023. This wine opens with incredible apricot, blood orange peel, white flowers, and honey. It develops with a soft, nuttiness-dried hay component and an undertone of minerality. This wine is balanced and one of the best wines you can find to pair with food.

It works exceptionally well for lively foods with spice yet would also make a wonderful cheese/charcuterie board pairing.



### 2023 FOLKTALE ESTATE PINOT NOIR

1014 cases produced

Arroyo Seco AVA, Monterey County

13.6% Alc. by Vol.

3.56 pH

6.2 g/L TA

Monterey County is world-renowned for its cool climate and rich soils. These soils are fertile in valley floors, but rocky yet full of nutrients the further uphill you travel—just the terrain that wine grapes thrive in. Our Estate Pinot Noir is a great representation of what happens when you plant the right variety in the correct area. We utilize estate-grown Pinot Noir grown sustainably to reduce our impact on the land and surrounding ecosystem. It thrives in our cool climate, allowing for a long growing season and the development of flavors. We're thrilled to produce our 10th vintage of this incredible wine using native yeast, no additives aside from sulfur, and neutral French oak. This Pinot Noir is a pure representation of Monterey terroir in the glass.

Notes of red fruits, strawberry compote, and sweet spice are balanced by soft tannins and a medium-weight palate. This elegant wine showcases a refined touch where the fruit can show itself off.



### 2022 FOLKTALE CABERNET SAUVIGNON / SYRAH

173 cases produced

Monterey County

53% Cabernet Sauvignon

47% Syrah

14.5% Alc. by Vol.

3.75 pH

6.3 g/L TA

Tucked in Monterey County are two incredible vineyards – Massa Estate and the Le Mistral Vineyard. Massa Estate, the famed site that has grown Bordeaux varieties for 50+ years, does an excellent job capturing the essence of mountain Cabernet – bold flavors that are lean and fresh on the palate. Joseph Phelps planted the Le Mistral Vineyard in the 90s as a premiere Syrah site grown on soils and climate that nearly replicate the famed Côte Rotie. Together, they are a powerhouse and create an exceptional wine. The Syrah lends violet and blackberry flavors, with the Cabernet offering cola, cocoa, and a peppercorn spice that is so intertwined.

The palate is dry and has moderate tannin, and the body is warm with spice and tobacco. This is an excellent wine to pair with a juicy steak or lamb dish and is made to last for many years to come.



**2022 FOLKTALE THE HOUND**

395 cases produced

Carmel Valley AVA

51% Cabernet Sauvignon, 16% Merlot,  
15% Cabernet Franc, 12% Malbec,  
6% Petit Verdot

13.6% Alc. by Vol.  
3.68 pH  
6.9 g/L TA

The Hound is our version of a beautiful blend of the five classic Bordeaux varieties that work well together. For our fourth iteration of this wine, we again turned to Massa Estate in Carmel Valley, where all five varieties are grown. Each variety is individually fermented and aged in an average of 38% new French oak to lift the fruit to its highest potential.

This is a full-bodied wine with dark cherry, black currant, and baking spice on the nose, with cedar, tobacco, and leather undertones. The finish is long and elegant, with a warm oak foundation, vanilla, and lengthy tannins. This wine will be best after some age and will make a perfect accompaniment to a steak or short ribs.



**THE FOLKTALE  
WINE CLUB.  
MORE FUN THAN  
A BOOK CLUB  
AND A LOT  
LESS WORK.**



Refer a friend and get a gift.

*Here's to better stories*  
**FOLKTALE**  
~ WINE CLUB ~



**IN THE CELLAR**

by Winemaker David Baird

Cold and wet winter weather on the coast is a perfect time for reflection and preparation for things to come. Our 2024 growing season was near perfect, with no significant weather or fire events disrupting our harvest. It produced some outstanding wines that have all finished fermenting and are aging in the cellar. The crop was smaller than in previous years, making for concentrated flavors with great acidity that would make any winemaker happy.

You can look forward to tasting some of these new unique wines when they are released beginning in 2025.

This year also marked our 10th harvest at Folk Tale, which blew my mind. They say time flies when you're having fun, and that's certainly the case here. I have many fond memories over the last 10 years and am so proud of the hundreds of wines we've crafted. Abel Morales has been my right-hand man for 7 of those years, and I owe so much gratitude to him and his dedication to making the best wines we possibly can. If the last 10 years indicate the direction, possibilities, and evolution of wines from the Central Coast, then we're all in for a treat.

Cheers!



# The Story Behind the Label

By Greg Ahn

When I was designing labels for our 2 Bordeaux Blends, the Hound and the Mountain, my oldest son and I were deep into the Game of Thrones series on HBO. In the series, two brothers (spoiler alert) battle to the death in the final season. I won't divulge the outcome, but The Hound is the younger brother, and The Mountain is the larger, older brother. Similarly, our younger and more accessible red blend is The Hound, a blend of Cabernet Sauvignon, Malbec, Merlot, and other Bordeaux varietals, depending on the vintage.

Bordeaux varietals, like Cabernet Sauvignon and Malbec, are not typically grown in Monterey because of the cooler climate. As such, I also decided to use a more exotic aesthetic that I had not used before, thus the Asian art used on both labels. The result is an exotic wine for Monterey with an exotic look and feel.

The art on the Hound is a Japanese woodblock print from the late 1700s of an actor wearing a fox mask. The scene is from the Japanese drama The Thousand Cherry Trees. I chose this to represent the Hound because the wine is more elegant, youthful, and playful. The wine is lively, with floral notes dancing with the dark red fruit, black pepper, and bright highlights. Dramatic contrasts and qualities, which I think the label conveys. This has become one of our members' favorite wines and guests' favorites. We began offering The Hound by the glass at Seventh & Dolores, where it pairs so well with our delicious steaks. We recommend enjoying The Hound now and comparing it to the older vintages, which continue to evolve and mature in the bottle. This is a wine that will age beautifully, becoming more elegant with age.

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Title: A Fox Dance. From the Drama The Thousand Cherry Trees

Artist: Ippitsusai Buncho (Japanese, active ca. 1765–1792)

Period: Edo period (1615–1868)

Origin: Japan

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## Dreaming of a winter wonderland ‘I do’?



Let us turn your love story into a fairytale with a venue as timeless as your vows—  
because every season deserves its own happily ever after.





Spotlight Speciality Vendor:

## **BAKERS BACON**

At Folktale, Seventh & Dolores, and The Annex Wine Bar, we're committed to sourcing ingredients that meet the highest flavor, sustainability, and ethics standards—values that Baker's Bacon embodies perfectly. When you enjoy Baker's Bacon at any of our venues, you're tasting premium pork from humanely raised, antibiotic-free pigs, raised with respect and care. Baker's dedication to responsible farming and eco-friendly practices resonates deeply with our mission to bring conscious, high-quality ingredients to every plate.

This partnership isn't just about exceptional flavor but a shared commitment to doing things the right way. By sourcing from producers like Baker's Bacon, we can create dishes that delight while supporting a sustainable food system. Whether you're savoring a brunch at Folktale, an elegant meal at Seventh & Dolores, or a casual bite at The Annex Wine Bar, know that we're serving more than just food—we're serving our commitment to ethical, delicious dining.



## From the kitchen

# Cooking with Madigan



## Beef Stew with Folktale's Pinot Noir "The Ruler"

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As we embrace the colder days and gather to celebrate the season, there's nothing quite like a cozy meal to bring us together. Winter is a time to slow down, share stories, and savor comfort food that warms us from the inside out.

This hearty beef stew, simmered with Folktale Pinot Noir, The Ruler, is made to be enjoyed over long conversations with those we hold dear. Serve it with a loaf of crispy artisanal bread for dipping, and let's make the most of these moments, savoring each bite and each other's company.

### INGREDIENTS:

\*use organic if possible\*

(Serves 6-8)

- 2 lbs beef chuck, cut into 1-inch cubes
- 2 tbsp olive oil
- 1 large onion, diced
- 4 cloves garlic, minced
- 3 cups Folktale The Ruler Pinot Noir
- 4 cups beef broth
- 2 large carrots, cut into 1-inch pieces
- 1 large parsnip, cut into 1-inch pieces
- 3 large yellow potatoes, cut into 1-inch pieces
- 3 tbsp tomato paste
- 2 tbsp fresh thyme leaves (or 1 tbsp dried thyme)
- 2 bay leaves
- Salt and black pepper, to taste
- 2 tbsp fresh parsley, chopped (for garnish)

### DIRECTIONS:

#### Sear the Beef:

In a large Dutch oven or heavy-bottomed pot, heat 2 tbsp olive oil over medium-high heat. Season beef generously with salt and pepper. In batches, sear the meat on all sides until browned, about 5 minutes per batch. Transfer beef to a plate and set aside.

#### Sauté Aromatics:

In the same pot, add a little more oil if necessary. Add the onion and sauté until softened, about 5 minutes. Add the garlic and cook until fragrant, about 1 minute.

#### Deglaze with Wine:

Pour in the Folktale Pinot Noir, The Ruler, scraping up any browned bits from the bottom of the pot. Let it simmer for 5-7 minutes, allowing the wine to reduce slightly.

#### Add Broth and Vegetables:

Return the seared beef to the pot. Stir in beef broth, tomato paste, thyme, and bay leaves. Add the carrots, parsnips, and sweet potato. Season generously with salt and pepper to taste.

#### Simmer:

Bring the stew to a gentle boil, then reduce the heat to low. Cover and simmer for 1 ½ to 2 hours or until the beef is tender and the flavors are melded. Stir occasionally and check the seasoning, adding more salt if needed.

#### Serve:

Remove the bay leaves. Ladle the stew into bowls, garnish with fresh parsley, and serve with a slice of warm, crusty bread.

I recommend Folktale The Ruler Pinot Noir for a perfect pairing with this rich, savory beef stew. This wine has a beautifully balanced profile with earthy notes of forest floor and subtle spice that mirror the stew's hearty winter flavors.





Embrace the Holidays at  
Folktale & The Annex Wine Bar:

## Workshops and Experiences

Immerse yourself in a winter wonderland of creativity with our holiday workshops, where each gathering invites you to relax, connect, and celebrate the season with style. Imagine this: laughter fills the room as you and your friends craft gorgeous wreaths, each personalized to capture your unique style. The warm scent of freshly poured candles fills the air while paintbrushes sweep across canvases, capturing the festive spirit with every stroke. For food enthusiasts, our cooking classes create a cozy gathering around family-style dishes that warm the heart and the home.

These workshops are more than crafting beautiful pieces—they're about making memories, learning new skills, and embracing creativity. Gift your handmade treasures to loved ones, or keep them as cherished reminders of a season well spent. Join us, bring your holiday cheer, and experience the magic that happens when creativity, community, and a sprinkle of festive fun come together!

And this is just the beginning. As we step into the new year, we look forward to offering even more exciting workshops.





# CALENDAR of EVENTS & WORKSHOPS

*a taste of what is to come...*

<p><b><u>THURSDAY DECEMBER 5</u></b>                  THE ANNEX  <b>Wreath Making</b></p>	 <p><b><u>FRIDAY DECEMBER 6</u></b>                  First day for                  Winter Pick-Ups</p>	<p><b><u>THURSDAY DECEMBER 12</u></b>                  THE ANNEX  <b>Jewelry Making - Necklace</b></p>
 <p><b><u>SUNDAY DECEMBER 15</u></b>                  FOLKTALE BARREL ROOM  <b>Wine Club                  Holiday Pick-Up Party</b></p>	<p><b><u>THURSDAY DECEMBER 19</u></b>                  FOLKTALE  <b>Handmade Gift Bags                  and Greeting Cards</b></p>	<p><b><u>SATURDAY DECEMBER 21</u></b>                  FOLKTALE  <b>SHOP LOCAL POP-UP:                  831 COASTAL JEWELRY</b></p>
<p><b><u>MONDAY DECEMBER 30</u></b>                  FOLKTALE  <b>NEW YEAR'S SWEET TREATS:                  COOKIE DECORATING                  WORKSHOP</b></p>	<p><b><u>THURSDAY JANUARY 23</u></b>                  THE ANNEX  <b>MASTER MARKERS                  DINNER SERIES</b></p>	 <p><b><u>SUNDAY FEBRUARY 2</u></b>                  Last day to pick up                  Winter allocations before                  they are shipped</p>
 <p><i>Upcoming events at Folktale</i></p>		 <p><i>Upcoming events at The Annex Wine Bar</i></p>



## WINE CLUB ANNOUNCEMENT:

We're thrilled to introduce Veronica Cortez, our new Wine Club Manager. With 9 years in the wine industry and 7 years of experience in wine club management, she brings a wealth of expertise paired with a relaxed and friendly approach. Veronica is very passionate about creating a welcoming and enjoyable environment for our members, ensuring that every step of your wine journey is as fun as it is rewarding. We can't wait to see what exciting things lie ahead with Veronica leading the way.

*For Wine Club information, contact Veronica at:*  
 vcortez@folktalegroup.com  
 831-296-258



**CELEBRATE THE  
HOLIDAY SEASON WITH OUR  
CURATED GIFT SELECTION**

*As the holidays approach, our shelves are brimming with treasures, perfect for everyone on your list. This season, our curated collection combines timeless classics, unique finds, and handcrafted delights, creating a one-stop destination for holiday shopping and joyful moments.*



**FOLKTALE**  
PROVISIONS

**SIGNATURE ORNAMENTS:** Add a touch of magic to any tree with our signature ornaments, thoughtfully designed to bring warmth and sparkle to your holiday decor. Each piece is crafted with love, showcasing intricate details that make them keepsakes for years.

**GOURMET OLIVE OIL & MULLING SPICE:** Bring a taste of the holidays to your kitchen with our premium olive oil. For a cozy evening treat, our aromatic mulling spices will fill your home with the season's scent—simply simmer and enjoy the warmth of cinnamon, cloves, and orange.

**HAND-POURED CANDLES:** Infuse your space with the rich scents of the season. Our hand-poured candles, crafted from natural ingredients, are designed to set a welcoming ambiance in any room. With holiday-inspired fragrances, these candles make a thoughtful gift or the perfect self-care addition.


**APPAREL WITH A COZY TWIST:** Wrap up in style and comfort! From luxurious scarves to soft, high-quality tees, our apparel collection offers pieces that keep you warm and elevate your winter wardrobe. Perfect for gifting or adding to your closet!

**GAMES & BOOKS FOR ALL AGES:** Gather your loved ones for some fun! Our games and handpicked books make it easy to unplug and enjoy quality time together. From family favorites to hidden gems, there's something for every game night or cozy reading session by the fire.

**CURATED GIFT BASKETS:** Give the gift of variety with our expertly curated gift baskets. Each basket is filled with a delightful assortment of items and our award-winning wine. Wrapped and ready, they make an effortless gift that is beautiful and full of surprises.

Many more hidden treasures are waiting for you to discover beyond these favorites.





**Our wines make the  
best gifts.  
Our venues the best  
holiday parties.**

Celebrate the season by hosting your  
holiday event at one of our venues.  
Free bottle of wine for each of your guests  
when you book a holiday party.

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Valid between November 1 and January 31. Minimums apply.  
Mention this offer when booking to enjoy this special, limited-time promotion.  
Wines will be hand-picked by Folktale, highlighting a selection  
from the Folktale Wine Group portfolio.





## Food and fun at the Annex Wine Bar



Indulge in the warm, bistro-inspired comfort of our new menu, where every dish is crafted to pair beautifully with Folktale wines. Begin with the rich, creamy Burrata from Sogno Toscano, drizzled in extra virgin olive oil and served with rustic country bread—a perfect match for Folktale Nouveau. Then, savor hearty favorites like the Annex Burger made with Niman Ranch beef, Steak Frites with a classic bordelaise, or the New Orleans inspired ‘Shrimp’ & Grits over cheesy grits. For a nostalgic touch, the Peppercorn Meatloaf brings cozy flavors with savory gravy and classic sides. Each dish is paired thoughtfully with a Folktale favorite for a complete dining experience.

Don't miss the unforgettable experiences at The Annex Wine Bar, where creativity, wine, and community come together. From master maker dinners to wine club-exclusive events, workshops, and special promotions, we provide a one-of-a-kind experience designed to inspire and delight. Gather with friends and family, savor exceptional wines, and create memories that will last a lifetime.



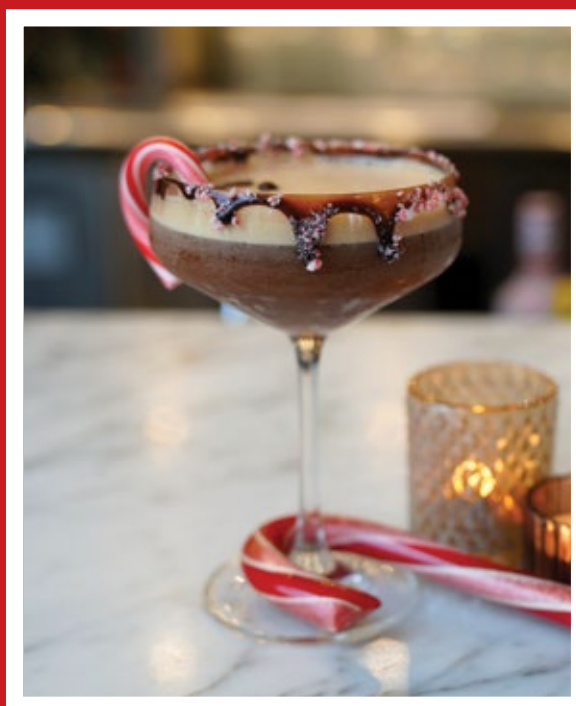
THE ANNEX  
WINE BAR



# TOAST TO THE SEASON AT SEVENTH & DOLORES

Celebrate the season with creative, holiday-inspired cocktails crafted to perfection.

Enjoy with our signature food favorites and make your holidays sparkle.



SEVENTH & DOLORES

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





*"The best wines are the ones we drink together"*

