

THE FABLEIST

Year Founded: 2012

Region: California

Owner/Winemaker: Andrew Jones

Fun Fact: Each bottle has been artfully designed and inspired by one of Aesop's many fables.

-Organic and/or Sustainable as of 2020/Vegan-

The Fableist is a project from Field Recordings' Andrew Jones. Andrew spends his days planning and planting vineyards and has stood foot in just about every vineyard on the Central Coast. The Fableist gives special attention to the craft and story behind each wine. Each bottle has been artfully designed and inspired by one of Aesop's many fables. Just as each of his timeless vignettes has a moral, Andrew believes that every blend has its own story to tell, its own



lessons to teach. There's something profound about wine; it can inspire, bring loved ones together, fill hearts with warmth. As you enjoy each glass, we hope these stories spark a desire to ponder what really matters in life — and may they encourage you to find the wisdom within yourself.

2021/2022 The Fableist Chardonnay, Central Coast



Inspired by The Bee and Jupiter

FABLE 163: A queen bee gave a pot of her honey to Jupiter, who was so delighted that he offered the bee anything she desired. The bee asked for the ability to kill her enemies. Taken aback, Jupiter fulfilled his promise, but said that the bee's sting would come at the cost of her own life.

This fable is a reminder to be careful what you wish for. We started a little Cab project as a college fund for our kids, and it's evolved into much more than we imagined. We're so pleased with what's happened, but we've had to adjust our expectations along the way.

100% Chardonnay from Coquina (organic), Cat Canyon (organic) and Morro View. Aged 7 months in French oak; 15% new, 85% neutral. Comforting aromas of ripe peach, ricotta and graham crackers, feel this fresh mid palate roll into a bright finish. Like us, this wine is young and energetic, but still respects the classics.

Sustainable & Vegan!

2021/2022 The Fableist Pinot Noir, Santa Barbara County



Inspired by the Silkworm and the Spider

FABLE 774: When time spins swiftly and the temptation to rush arises, heed The Fableist's warning: quick and shoddy work begets little praise, while time spent in pursuit of quality and craftsmanship endures and delights.

100% Pinot Noir hand-selected from Cat Canyon (organic), Kick On and Evenson, Morro View and North Canyon vineyards. 12% whole cluster, with 88% destemmed. We fermented in stainless steel tanks and open-top 1-ton fermenters with native yeast, and did one pump over per day during fermentation. 4 months in 100% French oak; 92% neutral, 8% new. Bold, fresh cranberries and raspberries float on your palate, brought back to earth by gentle nutmeg, clove and just a hint of mushroom. Brings you back to days spent basking in the Central Coast sunlight.
Organic/Sustainable & Vegan!

2021/2022 The Fableist Cabernet Sauvignon, Paso Robles



Inspired by the Ant and the Cicada

FABLE 373: Now accept the gift of the Fableist, which has been toiled and milled over in an attempt to give both weary ants and shiftless cicadas peace of mind, and a belly full of warmth.

85% Cabernet Sauvignon, 5% Merlot, 4% Malbec, 4% Petit Verdot, 2% Petite Sirah hand-selected from Hinterland (organic), Old Potrero (organic), Wine Porch (organic), Coquina (organic), Old Koligian, Zepherino, Vineyard 101, Last Frontier vineyards. This wine is a strong representation of the growing vintage. Due to the heatwaves, we made a stylistic decision to pick everything earlier to retain acid and the Fableist signature freshness. This wine was fermented in tank and aged 100% in barrel. We utilized majority American oak, 10% of which were new oak barrels. Vibrant black currant, cedar and vanilla hit your tongue, as you're warmed by the comforts of mint and eucalyptus. A strong finish wraps you in a fond embrace. **Organic/Sustainable & Vegan!**

2021 The Fableist Merlot, Paso Robles



Inspired by The Snake, The Eagle and The Farmer

FABLE 395: Life's road may wind unfairly, and serpents may lie in wait for do-gooders and villains alike, but The Fableist believes good deeds deserve reward and will always offer grateful grapes to worthy wanderers.

We always want to pay it forward. You do good because it's the right thing to do, but we also have the hope that it's contagious. In life and business, the more good that people do, the better things will be, and maybe it will come back around. We began by hand-selecting 3 exceptional Merlot vineyard sites. Once the fruit reached its optimum level of ripeness and balance, we made the pick call and brought it into the winery. Upon arrival, we destemmed the fruit 100%. The grapes were then fermented in stainless steel tanks with native yeast, and were given one pump-over daily during fermentation. The grapes were pressed and sent to barrels after 3 weeks on the skins, allowing malolactic fermentation to occur naturally. The barrels chosen to age this Merlot were 5% new American oak and 95% neutral oak. Classic claret character. Black tea, northland blueberries and wet concrete. The silky texture slides gracefully across the palate leaving behind hints of sweet plums, warm cedar planks, and freshly ground spices.

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2021 The Fableist Zinfandel, Arroyo Grande Valley



Inspired by the Scorpion and the Frog

FABLE 206: A frog and a scorpion are on a riverbank, and the scorpion asks the frog for a ride across. The frog says, “How do I know you won’t sting me?” And the scorpion replies, “Of course I won’t, or we would both drown.” But as they make their way into the water, the scorpion stings the frog, dooming them both. When the frog asks why, the scorpion says, “It’s in my nature.”

This fable relates to the fact that we started a Cab brand in Paso Robles, but of course, we ended up making Zinfandel. It wasn’t on our radar to begin with, but after all, it’s what Paso is known for. It’s part of the nature and culture here.

These grapes are sourced entirely from the Old Potrero Vineyard in Arroyo Grande Valley, which has a perfect plateau for these grapes. This old vine Zinfandel is located only 8 miles from the ocean, so the wine retains incredible acidity, even at riper levels. This block is entirely dry farmed in what is essentially beach sand with 10-by-10 spacing, evocative of Spain. This produces incredibly small yields. The grapes were hand-picked and 100% destemmed. We fermented for 3 weeks, then pressed off to barrel. 17% New American oak, 83% Neutral oak. Black cherry and cinnamon on the nose with images of sugar plum fairies dancing through your head. Hints of black tea and plum skin as you take your first sip, leaving you grateful for Paso’s precious Zin. **Organic & Vegan!**

2022 The Fableist Tempranillo, Arroyo Grande Valley



Inspired by the Two Travelers and the Axe

FABLE 067: Two travelers are walking along a path and come across an axe. One of the travelers says, “I found an axe!” But his partner says, “No, we found an axe.” Soon, the owner of the axe starts pursuing them, and the one who picked up the axe said, “Oh no, we are doomed!” But his companion replied, “No, you are doomed.” This fable is all about us as business partners. Share in the risk, share in the reward — that’s the moral of partnership. You have to take the trying times with the good times; you’re in it together.

We included three Tempranillo vineyard sites in this vintage. We made the pick call based on the taste of the fruit: a balance between ripeness, tannin and acidity. Once at the winery, we de-stemmed the fruit 100%. The grapes were fermented in stainless steel tanks with native yeast, and given one pump-over daily during fermentation. We pressed the grapes and sent to barrels after 3 weeks on the skins, allowing malolactic fermentation to occur naturally. The barrels were 15% new American oak and 85% neutral oak. Loaded with blueberries, black currant and dark chocolate. The wine has a velvety mouth feel with a lingering finish that is warm and fulfilling.

Sustainable & Vegan!