

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.



2023 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), Mistral, and The Templeton Reserve vineyards. Aged 6 months in New French oak, 50% neutral oak, 50% stainless. Float back to your youthful summers: Welcome the comforting aromas of bosc pear, fresh ginger and coarse sea salt. Feel this fresh mid palate roll into a bright finish of marjoram and apple blossom. Like us, this wine is young and energetic, but still respects the classics. **Sustainable & Vegan!**

2023 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. As a winery that really wants to embrace a Burgundian expression of Pinot Noir, we embrace vineyard sites with sandy soils. We play with a small amount of whole cluster in our ferments to bring out savory components. This wine receives one punch down or pump over daily to intentionally keep the integrity of the fruit and for a softer extraction. It's then fermented with native yeast and aged 100% in barrel. 11 months in 5% New French Oak, 95% Neutral. 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!**

2023 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 moiled over in an attempt to give both weary ants and shiftless cicadas peace of mind, and a belly full of warmth.

100% Cabernet Sauvignon from Old Koligian, Zepherino, Last Frontier, Old Potrero (organic), Hinterland (organic), Eden Canyon, Templeton Preserve, Space is Fake Ranch. 2023 is potentially the most ideal growing vintage to date for The Fableist Wine Company. We were able to make individual style decisions for each pick knowing we were not going to lose our quintessential freshness. The wine was fermented in tank and aged 100% in barrel. We utilized majority American oak with 12% of that being new. Vibrant black currant, cedar and vanilla hit your tongue, as you're warmed by the comforts of mint and eucalyptus. Also flavors of cedar, pure cranberry juice, fresh bay leaf and lavender.

Organic/Sustainable & Vegan!

93 Points - James Suckling - "The nose is very aromatic and fresh, with bright red fruit, violets and cassis. The palate is lush and giving, with a medium-bodied mouthfeel, bright acidity, integrated tannins and notes of blackberries, licorice and dark chocolate. Very balanced and fun to drink."

2023 Reserve 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 moiled over in an attempt to give both weary ants and shiftless cicadas peace of mind, and a belly full of warmth.

100% Cabernet Sauvignon. Last Frontier, Old Potrero, Old Koglian, Hinterland, Dorcich vineyards. 20 months in 20% new American oak, 15% new French oak, 20% third-fill French oak, 45% neutral oak. Everything you love about Cabernet, brought seamlessly together. The Reserve Cabernet Sauvignon will always be the high-water mark of our vintage. With 2023 proving to be spectacular across the board, our expectations were incredibly high, and it did not let us down.
Sustainable!

93 Points - James Suckling – *“The nose is very aromatic and fresh, with bright red fruit, violets and cassis. The palate is lush and giving, with a medium-bodied mouthfeel, bright acidity, integrated tannins and notes of blackberries, licorice and dark chocolate. Very balanced and fun to drink.”*

2023 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.

100% Tempranillo. We included four Tempranillo vineyard sites in this vintage: Templeton Preserve (Estate), Ing, Evenson and Dead End. We made the pick calls for each site separately based on the taste of the fruit. We look for 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 the wine to barrels after 3 weeks on the skins, allowing malolactic fermentation to occur naturally. Aged in 15% new American oak, 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!

2023 Preserve Red Blend, Paso Robles



Introducing the Paso Robles Preserve Red Blend: a wine that encapsulates the essence of The Fableist's estate vineyards. This meticulous blend intertwines our core varieties, capturing purity and freshness. Aged solely in neutral oak for 8 months, each authentic flavor truly shines—a harmonious symphony of bold dark fruits with delicate spice undertones. Embark on a humble journey through our terroir with the Paso Robles Preserve Red Blend.

47% Zinfandel, 28% Petite Sirah, 13% Mourvèdre, 3% Cabernet Franc, 3% Grenache, 2% Aglianico, 2% Counoise, 2% Tempranillo. Adelaida Preserve, Templeton Preserve, Old Potrero, Sea Shell. Aged 8 months in 100% neutral oak. Aroma of cherry blossoms, wild berry patches, chocolate fudge with raspberry drizzle, and dates. As you sip, revel in notes of cranberry, fresh marjoram, black tea and hibiscus.
Sustainable & Vegan!

90 Points - '22 James Suckling - *"The nose is concentrated, showing ripe aromas of stewed plums, balsamic and sweet spices. The palate is full-bodied and lush, with firm tannins, integrated acidity and notes of bramble berries, roasted meat and earth."*