

July 21, 2022



La Rueda

SERVICE ABOVE SELF
THE ROTARY CLUB OF MONTEREY, RI DISTRICT 5230
www.montereyrotary.org



Gregory Ahn Founder & CEO, Folktale Group

Gregory Ahn is the Founder and CEO of the Folktale Group, which manages the Folktale brand and a growing family of valuable businesses in wine, food, hospitality, and experiences. Founded in 2009 as a negociant wine company, the Folktale Group now encompasses 11 national wine brands, 2 wineries, over 400 acres of vines, 4 restaurants, a national sales & distribution company, a special events business, and a craft spirits brokerage. Based in Carmel, the vision of all Folktale Group businesses is to “Make Life More Joyful” for our employees, customers, and stakeholders.

After spending his early 20's as a wandering, creative soul, Greg found his passion in the world of wine. He began his career in brand management and marketing in the global wine worlds of Seagram Chateau & Estates, Allied Domecq, and Constellation Brands. In 2006, he left corporate life and co-founded Cannonball Wine Company. In 2009, Greg launched Cult of 8, dba Alcohol by Volume, as an on-premise and export focused wine company. He sold his interest in Cannonball in 2011 to focus full-time on Alcohol by Volume, which grew into a diverse portfolio of nationally distributed brands. In 2013, the company launched Bread & Butter Winery, which grew into the #1 fastest growing Pinot Noir and Chardonnay in the US. In 2015, Greg acquired a



15-acre estate winery in Carmel Valley, which was reimagined and reborn as Folktale Winery & Vineyards. In 2017, Bread & Butter was sold to WX Brands. From 2014 to 2017, Alcohol by Volume was ranked 4 consecutive years to Inc. Magazine's Top 500/5000 List of Fastest Growing Private Companies in America.

As the hospitality and events activities of Folktale evolved, the organization expanded into the restaurant world, first developing the culinary experience at Folktale through its Wine Garden and special events catering, then launching Seventh & Dolores Steakhouse in 2017, which was named Top 100 Restaurants in America by Wine Enthusiast Magazine in 2019. As the businesses became more diverse, the portfolio of businesses was consolidated under the umbrella of a single entity, Folktale Group. The Folktale

Group encompasses the expanded scope of the Folktale brand into other drink businesses, hospitality opportunities, and new experiences.

Greg received his undergraduate degree from Trinity College, and has master degrees from Columbia Graduate School of Business and the University of California, Berkeley. He lives in Carmel, California with his wife and 3 children.

CLUB EVENTS

Friday, July 29

Final Friday

Hosted by Pacific Grove Rotary

5:30 PM

Lucy's – Pacific Grove

August 15-20

RM Sotheby's

Car Auction

Volunteer Fundraiser

Monterey

Conference Center

Rotary



Club of Monterey



Sotheby's

August 15-20, 2022

Please sign-up for volunteer positions at RM-SOTHEBY'S
2022 COLLECTOR CAR AUCTION coming this August!



Schedule (PDT)

WEDNESDAY, AUGUST 17, 2022
10:00 am – 5:00 pm PREVIEW

THURSDAY, AUGUST 18, 2022
10:00 am – 6:00 pm AUCTION

FRIDAY, AUGUST 19, 2022
10:00 am – 4:00 pm PREVIEW
5:30 pm AUCTION

SATURDAY, AUGUST 20, 2022
10:00 am – 4:00 pm PREVIEW
5:30 pm AUCTION

JULY – AUGUST 2022

Thursday – 07/28 John Bennett – Salvation Army Update "Do Something!"

Thursday – 08/04 Becky Moser – District Governor Update

Thursday – 08/11 Bashar Sneeh – Emigrating From Syria – Breaking Down Stereotypes And Living Out The American Dream

Thursday – 08/18 Board Meeting – 10:30 AM – Hilton Garden Inn

Thursday – 08/18 RM/Sotheby's – Auction Update

Tuesday – 08/23 COG Meeting – 5:30 PM – Hilton Garden Inn

Thursday – 08/25 Brian Curtis – A Primer & Future Of Microgrids

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Jay Hudson - July 22

