

Orangethwood Wines

Small Wineries, Great Wines

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Introduction

Now that Tax Day is behind us, we can either celebrate our refund or drown our sorrows. Expressed differently, we could congratulate ourselves on our successful savings plan or on not loaning money to the government for the last 12 months. Whether you are celebrating, drowning sorrows or congratulating yourself, I felt the need to give you some advice on your wine habits in this month's Topic.

New Winery - B Cellars

We consider adding new wineries for a variety of reasons. One is when one of our customers asks us to. Such was the case with B Cellars. I received an email from Jim Borsack that went directly to my junk mail. I scan the subject lines of all my junk mail, Jim's caught my eye. "Recommend we speak from Sam Schmitt". After looking at website, I called Jim to check the basics - does he answer the phone? He did. I warned him that I really was not looking for an additional winery and that the wines had better be stunning. Not a problem, said Jim, and shipped a set of samples the next day. When I called him with the results of the sales team evaluation, I let him know that he owed us all a pair of socks - to the replace the ones blown off during the tasting.

Needless to say this wine is now available in Arizona, and their Ehrlich Vineyard Cabernet Sauvignon is already available at the three Mastro's restaurants. Try some, but remember to hang on to your socks.

Active Drinking

Let me approach this topic indirectly. When Laurie and I are walking in the morning we see all kinds of terrible driving. Being in the backwoods of Cave Creek, we don't see a lot of traffic, but what we do see has just left home, perhaps a little late, a cup of coffee in one hand, a cell phone in another, a doughnut in their mouth - thank goodness someone invented automatic

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New Customers

[Arcadia Premium](#)

5618 East Thomas Road
Phoenix, AZ 85018
(602) 464-9000

[El Charro Café](#)

311 North Court Avenue
Tucson, AZ 85701
(520) 622-1922

[Goodness](#)

2502 North Campbell Avenue
Tucson, AZ 85719
(520) 777-4465

[Liquor Dan](#)

6121 South 6th Avenue
Tucson, AZ 85706
(520) 294-4313

[Paul Martin's American Grill](#)

6186 North Scottsdale Road
Scottsdale, AZ 85253
(480) 991-9342

transmissions. To say that these people are distracted would be an understatement. People like this are on the roads all the time. Their motivation is minimum time to destination. Orangewood delivery people are goaled differently. The objective is safety: first to themselves and other people on the road, second for the vehicle and its cargo. Minimum time is not part of the objective. To be accident free requires that the driver be aware of the traffic around them and to assess the degree of distraction of all the other drivers; keeping their distance from the crazies and not becoming one themselves. This is what I think of as "Active Driving". Being fully engaged in the driving process and trying to compensate for those not similarly attentive.

So what is active drinking? It is similar to Active Driving. It is being engaged in the process of drinking. Using all our senses to enjoy the process and not allowing time pressure to spoil the fun. We talk about wine tasting being a four step process. Looking at the colour, sniffing for aromas, tasting the flavours and swallowing to get the finish - that swirl and sniff routine. In a lab environment this a one dimensional, in reality you are eating a variety of things, and as the wine sits after opening, it evolves. Just like driving, moment to moment, your assessment of the wine varies. Try it sometime, but not when you are driving.

Rambling

With all the rambling in the previous sections I hesitate to continue. But continue I shall. Spring has definitely sprung, lots of little bunnies hopping around enjoying the hay leftover from the horses' messy eating. A horse's mouthful of hay can feed a lot of bunnies. The first quail chicks are chasing their parents across the road in front of my office. After an overly warm spell, temperatures have settled back to a normal 80ish degrees. Blue skies add to my optimism. We are also seeing the car transports arriving to move snowbirds' cars to cooler climates for the summer. The cars' owners fly there, taking their wine buying habits with them. This means we are at the beginning of the summer doldrums. Sales will continue at a slow pace until August or September when they are driven up by parents driven to drink by their kids starting another school year. I personally do not feel the need to move out of town. Instead I reach for a the thermostat and a Sauvignon Blanc, Rosé or perhaps a chilled Sangiovese or Malbec. Yes Virginia, it's OK to have your reds a little chilled in the summer.

The Rambler actively drinks on...

Cheers,

Richard (newsletter writer) and Laurie (editor)
Orangewood Wines

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