

Orangethicket Wines

Small Wineries, Great Wines

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Introduction

Officially it is now fall and the season is upon us. A week ago we had a gangbuster sales week while all the restaurants and retail stores stocked up. But, then, this week things were very slow. It seems the consumers did not show up on schedule to drink all that stock. They will soon; and we are ready for them - we have expanded our warehouse and added a delivery vehicle. This latter prompting a revisit to the topic of delivery.

Topic of the Month - Delivery, Continued

I talked about delivery in April of last year. I described how we had started with me doing delivery, progressed to small vehicles, and finished with a massive (for us) Ford Transit Connect. We now have a fleet of three of them.

This particular van is able to carry 40 cases. It turns out that this is a nice number. The way we structure our delivery tasks is to have the delivery people collect together (pick) the wines needed for each order. When I do it I stack the wine for each customer in the order that I plan to deliver the wine. Then the wine is loaded into the delivery vehicle. Naturally, it goes in with the last delivery going in first. Then it's time to deliver wine. The last wine into the truck is the first to come out. This means that each case of wine is handled three times. For a 40 case load that is 120 case moves. That is quite enough for normal human beings. Bigger trucks - who needs them? The beer distributors, I guess.

"Ah!" I hear you saying, "I know how you could be more efficient. You should split the picking, loading and delivery tasks between warehouse staff and delivery people." The reason we don't do that is we like it this way. It makes the accountability clear, which has resulted in few errors in our deliveries.

There are lots of ways to be more efficient, but our goals are safety and customer service. Any time our drivers start sounding rushed, it's time to get additional

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[Playground](#)

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[Raven's View](#)

42000 North Old Mine Road
Cave Creek, AZ 85331
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resources. We just have.

New Winery - Solid Wine Cellars

Arrived this week are the first wines from a new winery, [Solid Wine Cellars](#). This winery, while founded in 2012, is now rolling out their first vintages in 2016. The founders are Samantha Lloyd and Adam Ivor, both wine industry veterans. Samantha is based in Napa, Adam in Sonoma. Their relationships in the industry are allowing them to hit the ground running with great wines sourced from top vineyards in Napa and Sonoma. In addition to great wines, their name lends itself to endless puns so I should be on Solid ground.

I heard about this new winery from Scott Lloyd, who, coincidentally, has the same last name as Samantha, but they are only related by marriage. Scott has been my Napa based mentor over the last 12 or so years. I am sure he is providing the same counsel to this new winery. Look out for these wines - they are Solid.

Rambling

As I mentioned in the introduction, fall has officially started. That means the equinox is behind us and you know what that means? It's time to adjust your wine cellar temperature down a degree or two to encourage the micro-aspiration of your wines. A once yearly breathing in and out for your wines allows the aging process to mimic that of the European caves that vary slightly in temperature with the seasons. Quick, nip along and do it at the next timeout on the field.

The Rambler rambles on...

Cheers,

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

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