

# Orangewood Wines

*Small Wineries, Great Wines*

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## Introduction

Since the last newsletter we have completed April - a stellar month as compared to the first quarter. We are almost caught up with last year. April should be the start of the summer drop off. Instead, we sold much more wine than expected. Good work everyone - I hope that you are drinking your share. If not, the hot new trend is Rosé. We have lots of these great dry wines from Napa, Paso Robles, Oregon, Italy and France. It hit 100 degrees last week - time to pour some rosé in your glass before Laurie and I drink it all.

I would also like to wish my daughter, Debby, a Happy Birthday. She is (number removed by editor) years old now. Having forgotten to buy a birthday card and having an aversion to Facebook, I thought this would be a good alternative.

## Exit Strategy

Sixteen years ago Laurie and I began distributing wine in Arizona. Little did we know back then that we would grow to 20 times the size of our original business plan. If we had stayed that small we could have closed down and few people would have noticed. Instead, we have created a company based on the principles we hold dear: great customer, supplier and employee relations that start with trust and respect. We receive accolades from our suppliers and customers, and our sales and operations staff seem to like Orangewood as well.

About a year ago I realized that I am not immortal, and needed to figure out how to allow this teenaged wine business to carry on without me. I gave myself 10 years to figure it out. I mentioned this to our staff and some of our suppliers last year, so this is not a secret.

Don't expect any changes for a while. Orangewood will continue as is for a while, but I hope to make the transition before my hair has turned completely grey.

## Rambling

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### New Customers

#### [Crudo](#)

3603 East Indian School Road  
Phoenix, AZ 85018 ·  
(602) 358-8666

#### [Oracle Patio Café](#)

270 American Avenue  
Oracle, AZ 85623  
(520) 896-7615

#### [Stock and Stable](#)

5538 North 7th Street  
Phoenix, AZ 85014  
(480) 313-1001

#### [The Whining Pig](#)

201 East Washington Street  
Phoenix, AZ 85004  
(602) 795-9910

I ran into Liz on the way into Costco last week. I use the term "ran" very loosely, because Liz is an Ultra Marathoner, which means she runs for up to 100 miles. Gulp. I had not seen Liz in a few years, but we recognized each other none the less. My "running" is in a different category. My son, Julian, is on a quest to run a half marathon in each state. In less than two weeks he will run his 43rd in Chicago. I plan to "run" this one too. If I don't embarrass him too much, Laurie and I are hoping to be invited for the 50th, which is planned for Hawaii. If I do make it, it will be my 4th half marathon with him. Training this time is a challenge. I strained my back and lost a week of training, another week was lost to bronchitis. I have a base mileage and am ramping up 2 miles a week. More aggressive than last time ([See newsletter 4.23](#)). I am up to 7.2 miles and have a couple more runs scheduled. Watch this space for how this works out. Worst case, I still get to eat pizza, drink beer and go to a Cubs game.

The Rambler "runs" on...

Cheers,

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

Orangewood Wines | 480-488-4794 | [richard@orangewoodwines.com](mailto:richard@orangewoodwines.com) |  
<http://www.orangewoodwines.com>  
5075 E New River Rd  
Cave Creek, AZ 85331