

Orangewood Wines

Small Wineries, Great Wines

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Introduction

July has almost gotten away from me. June and July are the hottest time of the year in Arizona, so most people buying wine are elsewhere: New York, Michigan, Washington, Colorado, Canada. Almost anywhere is a good place to be when Phoenix is pushing the envelope for high temperatures. I think 123 Fahrenheit was a new record for our Sky Harbor airport. The net result is that June and July, which represent a sixth of the year (12 divided by 2 is 6), provide less than an eighth of our annual sales. November and December make up for it by giving us almost a quarter of our sales. The season is almost upon us.

New Sales Consultant: Veronica Trujillo

Veronica has worked at several valley restaurants, including roles in management and as a wine advisor. She has some wine related qualifications and continues to add to her wine knowledge. She is enthusiastic and articulate about wine and is strengthening our sales force in Scottsdale and the East Valley.

Wine Tasting in the Grand Canyon

Around Midsummer's Day Laurie and I and twenty-six other vacationers and three crew members climbed on board two rafts at Lee's Ferry, just upstream from the Grand Canyon. We spent eight days on the river, hiking in side canyons and sleeping on beaches under the incredibly bright stars. The Colorado River water comes from the bottom of Lake Powell which is why it is quite cool - 45F to start with, warming slightly as it gets further from the Glen Canyon dam. Everything needed for the trip is on these two rafts. This gear has to be unloaded at the end of each day: kitchen gear, tables,

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New Customers

Flagstaff Butler Chevron

2295 East Butler Avenue
Flagstaff, AZ 86004
(928) 214-8802

[Gerardo's Italian Kitchen](#)

2675 West State Route 89a
Sedona, AZ 86336
(928) 862-4009

[Tap & Bottle](#)

7254 North Oracle Road
Tucson, AZ 85704
(520) 268-8725

[The Cottage](#)

126 West Cottage Avenue
Flagstaff, AZ 86001
(928) 774-8431

chairs, cots and personal bags that have been tied down and protected with tarps during the day are unloaded and assembled. Besides spectacular scenery, thrilling rapids and manual labour, we brought along some wine for the evenings. After the unloading, it's time to relax and, for most of us, enjoy tasting some wine, perhaps saving enough for a glass with our dinner that is being prepared by the crew. How does a wine tasting on river work, you might ask? For those that might not ask, perhaps skipping to the rambling section is in order. What has worked well, for this size group, is to take a case of wine for each evening tasting. A case has 12 bottles in it and having three different wines of 4 bottles each is enough to give everyone a generous taste or two. The selections for the day were related: the same varietal, same region or same winery. We lined them up with the dinners. While people were sipping the wines I taught them how to swirl and sniff, who made the wines, where they were made, what kinds of oak barrels were used, why Laurie and started distributing wine and perhaps a joke or two. Some people there were already wine enthusiasts. I hope that a few more "river runners" are now excited about exploring the world of wine.

Rambling

When someone who works for me asks if I have a few minutes to talk, it may herald the kind of conversation that Emma (our person in Flagstaff) and I had a couple of weeks ago. She told me that, on a whim, she had applied to an assignment in the Canary Islands. Whoever received the application was apparently equally whimsical and offered her the job. For those who are not familiar with the Canary Islands, think of them as Europe's Hawaii archipelago - just a beautiful place to be. "But wait there's more", says Emma, "I have found three candidates who would love to work for Orangewood. I'll send you their résumés and see what you think." I thought they sounded fine, so last week Emma and I interviewed each of them. I was checking for wine enthusiasm and a customer service attitude. They all were well qualified. I should be finalizing the deal tomorrow - so all will be revealed in the next newsletter. On customer service, it amazes me that some people don't understand that treating people well leads to repeat business and good word-of-mouth advertising. Emma said there are two kinds of people, those that "get" customer service and those that don't. She is right about the two kinds of people. I had always thought they are those who divide people into two kinds and those who don't.

The Rambler rambles on...

Cheers,

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

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