

Orangethree Wines

Small Wineries, Great Wines

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Introduction

Here in Cave Creek, we have gone from having the windows open at night to cool the house down, to having them open all day, to wondering if we should close them at night because it's getting a mite nippy. I am eying my sweaters. Could winter be upon us?

Brand Management

Laurie and I started this business 17 years ago. We knew nothing about wine distribution. We have learned about it as we went fixing problems as they arose. Sales people, delivery people and wineries. A couple of weeks ago we had to buy yet another delivery vehicle. As we have grown, we have been running faster and faster to do all the "overhead functions". We decided we needed help. The big distributors have people called "brand managers". I don't really know what this means, but I liked the name. Leslie Zellmer volunteered to take this role and help to define it. Broadly, it means taking responsibility for the supply side of the business. Getting to know the wineries, making sure we have enough (but not too much) inventory and working with the sales team to keep them up to date with what is happening.

Leslie has been working into this position over the last 2 months while continuing to be a key part of the sales team.

Rambling

Iggy, Laurie's dad, died last month. He would have been 97 years old this week. His wife, Audrey, died a little over a year ago, which left Iggy struggling with day to day tasks. Iggy coined the phrase "Small Wineries, Great Wines" that we use as our tag line. He was always thinking about how to help, how to improve things - how to add value.

I have been struggling with this Ramble for a couple of weeks now. I originally intended to send it out on November 5th, Guy Fawkes Day in Britain, when the

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New Customers

[Bottleshop 48](#)

3316 South McClintock Drive
Tempe, AZ 85282
(480) 820-0804

[Divided Vine](#)

861 North Higley Road
Suite 116
Gilbert, AZ 85234
(480) 361-6158

[Pitch](#)

6350 East Thomas Road
Scottsdale, AZ 85251
(480) 272-7500

[Postino Central](#)

5144 North Central Avenue
Phoenix, AZ 85012
(602) 274-5144

[Root Public House](#)

101 South San Francisco
Street
Flagstaff, AZ 86001
(928) 774-1402

[Torch Cigar Bar](#)

City North
5450 East High Street
Suite 115
Phoenix, AZ 85054
(800) 641-8672

Brits light their fireworks, and why lighting fireworks when it gets dark early makes more sense than July 4th. I was going to talk about who Guy Fawkes was and how trying to blow up the houses of parliament seemed to trigger the end of religious persecution and to herald the start of religious tolerance. But it was all too dark and heading into politics. I couldn't generate any decent puns. It was terrible.

Instead I want to talk about wine fridges. If you keep your wine fridge at the "perfect" 58 Fahrenheit degrees, it works out well for both red and white wines. It's a little cool for reds, so taking them out 20 minutes before drinking allows them to warm a little. It's a little warm for whites, so popping them in the regular fridge for 20 minutes has them ready at the same time as the reds. It is, however, perfect for butter: it keeps the butter at a perfect softness. Not the rock hard from storing it with your beer; not the nearly liquid it becomes if you leave it on the counter. You heard it here first, spread the word!

Happy Thanksgiving to you all.

The Rambler rambles on...

Cheers,

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

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