

Orangewood Wines

Small Wineries, Great Wines

Volume 6, Issue 1

January 28, 2018

Introduction

I occasionally wonder what it is that triggers moving from one volume to another. I decided that today is the day that we move to Volume 6 of the Newsletter. We retain the same Banner - our name and our focus - but it's time to refresh the format a little. Let me know your thoughts.

Frank Family

Frank Family Vineyards let us know that they have grown enough that they need a big distributor in Arizona. They have chosen Southern Wine & Spirits. After transition during February, SW&S will be the sole Arizona distributor. We are proud that we have played a part in Frank Family's success in our state. In 2004, Laurie and I, together with son-in-law Mike, drove up the Silverado Trail, turned on Larkmead Lane and drove into the loading dock area. We eventually figured it out and got to taste wines in their old modular building. It had been the tasting room for Hans Kornel's champagne winery before it went bankrupt. Since then, they have invested in permanent buildings with multiple tasting rooms. Originally Frank Family was a joint venture with Koerner Rombauer, but he was bought out. They have invested in equipment, buildings, vineyards and they are now ready for the big time. We are happy to continue to nurture smaller wineries.

Just briefly, a transition is underway. During February, both SW&S and Orangewood will distribute these wines. Come March 1st, only SW&S will be doing so.

Rambling

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New Customers

[Arizona Biltmore](#)

2400 East Missouri Avenue
Phoenix, AZ 85016
(602) 955-6600

[Art of Wine](#)

101 North State Route 89a
Suite B-9
Sedona, AZ 86336
(928) 203-9463

[Babbo Italian](#)

[Eatery](#) (new location)

8840 Talking Stick Way
(East Indian Bend Road)
Scottsdale, AZ 85250
(480) 291-5050

[Blu Burger Grille](#)

32409 North Scottsdale
Road
Scottsdale, AZ 85262
(480) 575-8040

[The Pour House](#)

3870 East Highway 260
Star Valley, AZ 85541
(928) 478-6979

[Prescott Station](#)

200 East Gurley Street
Prescott, AZ 86301
(928) 778-0133

At some point in my corporate career, Personnel Departments decided they should be called Human Resources Departments instead. I seem to recall it was a political correctness issue; but I looked hard at "Personnel" and could find no trace of gender, sexual orientation or ethnic implications. I do remember that I objected at the time. "Personnel" has to do with people. Human resources seems to imply that it is not about people so much as a fungible resource like napkins. This was about the time that accounting oriented CEO's became popular, like Chainsaw Al, who manipulated balance sheets and profit and loss statements to drive up stock prices and to become stock market darlings - and made a fortune with their stock options. In doing so, they hacked off many of the people who had important customer relationships, but as "human resources" they were vulnerable. The corporations became depersonalized from a customer's perspective. Looks good for a while.

We ask our wineries to send representatives to visit us so we can understand the story behind the wine. My thought is that there are a lot of fine wines, so the story behind the wine adds to a consumer's understanding and enjoyment. Of late there has been a trend of depersonalization. Wine conglomerates are spending huge amounts of money, not for a winery and its vineyards, but for a brand. Look at The Prisoner (sold for \$285 Million when its production was 170,000 cases) or Meiomi (sold for \$315 million, production 480,000 cases in 2014). These are just names that are put on the bottles of wine. There is a flavor profile, but no story.

I re-read this ramblings section and found a severe absence of puns...I asked Siri for one but she said she didn't have that capability at the moment. Apple: you are missing a core competency, get serious.

The Rambler rambles on...

Cheers,

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

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