

Orangewood Wines

Small Wineries, Great Wines

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Introduction

Autumn has befallen us. Arizona is cooling down, day time temperatures are down below 100°F, and here, in Cave Creek, we had our windows open and air conditioning off overnight. The wine business, on the other hand, is heating up, with an amazing surge of business.

Portfolio Notes - by Leslie Zellmer

Cordelina Wine Company

For many years we have worked with Jack Jelenko of Partners Wine Group. He has connected us with many great family-owned wineries: Jeff Runquist, Yamhill, Champagne Tribaut-Schloesser, Fritz and Domaine Sainte Rose, to name a few. Jack had been looking for someone to bring into the fold, as he has grown his marketing group to be a sizeable endeavor. Enter Vince Friend, owner of Cordelina Wine Company, an importer of Spanish wines. Vince has a team of people across the U.S. and had been searching for ways into markets not currently covered. Upon meeting, they decided they were exactly what each other needed. Vince provided boots on the ground for Jack, and Jack provided connections to states not currently being served by Vince, Arizona being one.

Last month we had a successful launch of Cordelina Wine Company in our great state. We have added Tempranillo, Albariño, Cava and Sherry from Cordelina to round out our Spanish portfolio.

Rambling

Yes, fall is here. That means it's time to adjust those cellar thermostats a down a touch.

When I was about 11, attending school in England, I was not the best behaved boy in school. I was always falling foul of the school prefects (the senior classmen given authority to keep the rest of us in line when no teacher was present). Their idea of doing this was to have rigid rules: be quiet, stay at your desk, look forward. This absolute control didn't sit well with me: I had puns to try out and homework to finish and who knows what. So, I got to write a two page essay on why I should behave myself, go to detention and

whatever else the prefects could dream up as punishment. Six years later, when I was a prefect, we had a different attitude. Keep the noise level down, don't destroy the furniture, let's be relaxed about this, some simple guidelines. Everyone was content with the relaxed guidelines. I now think of the earlier approach as micromanagement. As you might imagine, I am not in favour of it. Orangewood has evolved its culture based on trust and flexibility...and puns. The simple guidelines are respect for our customers, suppliers and each other. With those guidelines - let's sell some wine and have fun.

Looking back at an early newsletter, before Laurie took the editing role, I saw that I described our first salesperson, Dick, as having a good pallet. He may well have had a good pallet, but what I meant was a good palate. His ability to detect the nuances of food and drink. A pallet is usually a wooden base that is used to stack goods to be shipped. Typically 4 to 5 feet long and wide it is stacked up to 5 or 6 feet. The pallet is designed so that a fork lift truck can get slide its fork under it - simplifying loading and unloading trucks or moving stuff around a warehouse. A palette is a roundish piece of wood with a hole at one end that artists use to hold and mix splotches of paint.

OK, I think I have the two page essay complete...

The Rambler rambles on...

Cheers,

Richard and Laurie
Orangewood Wines

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