

Orangewood Wines

Small Wineries, Great Wines

Volume 6, Issue 2

March 25, 2018

Introduction

The Equinox is behind us, the time has changed (for everyone except Arizona and Hawaii) and it is time to adjust your wine fridge temperatures up by a couple of degrees. We, meanwhile, are trying to avoid turning on our air conditioning after an unusually mild winter.

With the loss of a significant supplier, we are regrouping. We have an enthusiastic, knowledgeable sales force and a customer service oriented operations team. For our suppliers this is all good - they will have improved sales. For suppliers who feel underappreciated in a huge portfolio, we are more receptive than usual to new opportunities. Thank you to our customers for their continued support.

Technical Data Sheets

When we started our website, one of the goals was to provide easy access to technical data. I wrote a one page description for each wine. The contents varied, depending on by what I could scavenge from the winery and their websites. As our portfolio has grown, the task of keeping these sheets up to date got beyond me. I now rely on the sheets available from the winery. The best ones cover:

- The Winery - the story of the winery and its owners.
- The Vineyards
- The wine - a description of the wine covering colour, aromas, taste and finish
- The vintage challenges - usually the weather that year
- The harvest and wine making process
- The winemaker and the highlights of their

In This Issue

[Introduction](#)
[Technical Data Sheets](#)
[Rambling](#)

New Customers

[Board and Batten](#)

4012 East Palm Street
Mesa, AZ 85215
(480) 641-4148

[Fat Ox](#)

6316 North Scottsdale
Road
Scottsdale, AZ 85253
(480) 307-6900

[Steakhouse 89](#)

2620 West Highway 89-A
Sedona, AZ 86336
(928) 204-2000

- career
- Technical information including alcohol content, acidity (pH), barrel selection, aging and production quantities

The notes should not include any pricing. With the variety of consumers and trade people referring to these sheets, any pricing is confusing.

Rambling

As promised in a previous newsletter, Laurie and I did head down the Grand Canyon a last month. Quite chilly - a predicted low of 5F had us digging out our thermal underwear. This year was the coldest by 1 1/2 miles - as measured by when we took our crampons off.

I also took off to Vail to see if these old legs could still carve a turn. I skied the first day with Sam, 80 years old and showing excellent form. His only issue, he said, was that he had an eight hour lift ticket, but only three hour legs!

On both trips I took along wine. In what has become a tradition, I hear people saying "This is really good wine". Duh! When our back up tag line is: "If we can't sell it we will drink it ourselves", our criteria for including wine in the portfolio is clear. We do get pretty blasé about wine - if it does not taste right, next bottle please. Life really is too short to drink bad wine, which is why, if you don't have a wine cellar, you should buy two bottles of wine at your favorite wine store. This gives you a backup if the first one does not meet expectations. Worst case, you have a bottle for tomorrow's lunch.

The Rambler rambles on...

Cheers,

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

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