

Orangewood Wines

Small Wineries, Great Wines

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Introduction

With the summer solstice just past, we expect the weather in Phoenix to be hot. 109F is today's predicted high. It's hot, but last year it was 119F - that was really hot. Fortunately, it's still cool (67F) in the mornings, a chance to take Lucy for a walk and for me to complete my horse duties, breaking only a slight sweat. The rest of the day air conditioning is mandatory.

Customer Service

It is over the next few months, with schools on vacation and snowbirds off to their native habitat (Chicago, New York, Minneapolis, Canada), that our customers have to conserve their cash to pay for essentials - rent, air conditioning, wages etc. This is when we help them by allowing them to buy small quantities of wine to maintain a credible wine selection without the broken case charges, small order delivery costs or fuel surcharges. Contrast this with other suppliers who offer great deals with the purchase of multiple cases. Oh, these deals are so enticing: great wines at great discounts - but still over \$50/bottle. An investment in the future given the likely sell rate of the wine. Two cases at 1 bottle a week - it will last through Christmas. This is "supplier service" satisfying the revenue needs of the supplier at the expense of putting small businesses at financial risk.

In more general terms, we are trying to help our customers be successful. We bring a wealth of experience and we are happy to provide advice and support. For, after all, when our customers succeed we do too.

Rambling

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Last month I mentioned that we were heading to England. We did make that trip and met all the people that we intended. In addition, we did the usual English things: full English breakfast (most mornings), hand pumped best bitter (several times a day), fish and chips (several times), walking in the countryside (every day), driving on the left hand side of the road (most of the time), and enjoying the various pubs we had chosen as our preferred accommodations. Some of the places were quite old and rustic we enjoyed the challenges. We rediscovered value of heated towel rails that keep dry towels from getting damp. We also found that the places we visited were very dog friendly. It seems English Pubs have decided that allowing dogs brings in more customers than it offends. Of course some dogs are not friendly in such places, but they have to be dealt with just as unfriendly humans are.

On a different topic, I don't know if you are as irritated as I am by all the unwanted phone calls that seem to arrive with increasing frequency. I have an answer and perhaps if everyone agreed to it, most of the calls would stop. My suggestion is that every phone call should cost the caller a small amount of money - let's say 5 cents. This would be more than enough to ensure that the call centers and robo-callers think twice before calling a million people. We, on the other hand, who make say, 20 calls a day, would have to pay a dollar per day - something that would not impact the number of toppings we put on our pizzas. What do think? Should we insist on everyone having to pay to be connected us? It would certainly save me a lot of wasted time.

The Rambler rambles on...

Cheers,

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