

Subject: Oranewood Wines News No. 10, October 18th, 2004

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To Our Wine Aficionados,

Introduction

After the last event update I did get some feedback about what we should put in the newsletter. Thank you Frank, Stacy and Sharon. So here is the first attempt at a revised newsletter. The box score stays. New restaurants and events will be listed. More details may be available at our website - www.oranewoodwines.com. Fuller details of sales people and event feedback will be retained, which will leave room for some rambling. Let us know if this works for you.

Box Score

New restaurants:	3
New retail outlets:	0
New sales people:	1
New wineries:	0

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Upcoming Events - <http://www.oranewoodwines.com/wine-events.htm>

October 19th	Cheuvront Wine Bar - THIS TUESDAY
October 27th	Nello's, Scottsdale - Trick or Treat
November 11	Red Kangaroo, Scottsdale - Free tasting
November 19/20	Red Kangaroo, Chandler
December 17	Red Kangaroo, Scottsdale - Christmas is coming

New Restaurants and Retail outlets

- Postino - Phoenix
- Herberger Theater - Phoenix
- American Jazz Grill - Prescott

New Sales person - Craig Stancliff

Craig and I have been running into each other in a lot of places lately. He had told me that he was a wine consultant, and so he is. He provides local support for out-of-state wineries - making sure that we distributors are doing our job. However, he has also been in the wine sales business for a while. He sells selected wines from multiple distributors' "books" to a set of clients he has cultivated over the years. Craig lives in Tucson, so the majority of his clients are there; he has hardly any Napa or Sierra Foothills wineries in his combined book; we spend our time trying to get new clients; he would like to have more wines to sell to his existing clients...we finally figured out we could both benefit from having him represent us in Tucson. Welcome aboard, Craig.

Event Feedback

There have been a lot of events going by. Jim and I were at the **Wine Basket at Hillside** in Sedona for a dinner event. Then Dick ran the last Wednesday of the Month event at the **Nello's** in Scottsdale. This is the second of these events and so is in a building stage. It's quiet, informal and fun. The restaurant is decorated with pictures painted by Tyler, the owners' son. These are worth checking out. Laurie and I were there and met up with Stacy and Sharon. Stacy is a former Honeywell colleague who is now retired. They are traveling the country towing their home behind them. They travel a few hundred miles at a time and then hang out for a week or more. The home on wheels doesn't seem to have a wine cellar, though, so I don't know how that would work!

When Scott Lloyd was here from Frank Family and Napa Cellars we had an event at **Scottsdale Marriott at McDowell Mountain**. Rob and Scott poured at the quarterly manager's reception for guests, I hung around. At **Bacchus** the next day, there was a more formal tasting - they clear the tables in the store, serve a little food and participants are led through the wines. In this case it was the Napa Cellars wines. They are tasting very good and are selling well. Bacchus now has the entire range. I ran into another former colleague there - good to see you again, Liz. At **Cave Creek Coffee Company** we poured wine, but they are having a little trouble figuring out how to manage the store. People were unable to buy glasses or bottles of our wine. It was frustrating for the customers and us. **AJ's at Arrowhead** had two tastings - one with Scott Lloyd and the Napa Cellars wines and one with Karla Cristi from Ventana Vineyards. These can be fun. People stop by with their shopping lists that have an item "white wine" on them. They try the white, grab a bottle and head for the aisle that allows them to pick up the item "can of low carb asparagus soup". At **Epicurean** they had an event called The Distributors Brawl. Twenty distributors brought 5 wines each. People could order any of the wines. The subtitle was "taste and acquire". It was a well conceived and well run event. For \$45 attendees got a Riedel glass, a catalog with tasting notes for all of the wines, including each distributor's explanations of "Why their wines don't suck". Attendance was limited to 100 people who checked color, nose, taste and finish for the wines they were interested in. Alison handled the brunt of the pouring - thank you. I had expected there to be many people horizontal from tasting so many wines, but these were serious tasters and spitters who wanted to know how the wines tasted without having to buy a whole bottle. The counting of orders is not yet complete - but I think we were the winners - we'll give you an update next time. Finally, last night Karla Cristi led the explanations of Ventana wines to an almost full house at **Ninetta's Passion Bistro**. We supplied four Ventana wines and the Mount Vernon port. All were well paired with complementary foods. Laurie and I took Iggy and Audrey along (Laurie's parents) so now they know what a wine maker's dinner is like. Next time you should go, too. There didn't seem to be much food or wine left at the end of the evening.

Besides these advertised events, we also participated in a trade tasting with 4 other distributors. The event was at the Scottsdale Culinary Institute who also catered the event. We did one varietal from each of our wineries. We got a good response and some leads. I remember in particular that the Mt Vernon Merlot was found best match for the chocolate truffles that were served towards the end of the afternoon.

Rambling

After rambling through the event feedback, I'm no longer itching to ramble on other topics. Next time!

Cheers!

Richard and Laurie

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