

**Subject:** *Orangewood Wines News No.26, May 9<sup>th</sup>, 2006*

**Sent:** *Tuesday, May 9, 2006, 10:17 AM*

To Our Wine Aficionados,

### **Introduction**

It has been over two months since the last newsletter, so the declared interval of “whenever I feel like it” really applies. March and April were very busy months, more so since I had some consulting work to do. Now that has settled down and it’s time to pick up the pieces as we wind down for the summer doldrums. In previous years we have managed to keep our sales up by breaking into new accounts or selling additional wine to existing accounts. This year looks to follow that pattern.

### **Box Score**

New Restaurants/bars:	6
New Retail outlets:	4
New Sales people:	0
New Wineries:	0

### **Contents**

#### **Events**

- May 19<sup>th</sup> - Vino Noceto wines with owner Jim Gullett at AJ's Tucson
- May 20<sup>th</sup> - Wine education: Italian style wines with Jim Gullett at AJ's Tucson
- May 20<sup>th</sup> - Young's Vineyard 2004 Release at Eccentric Gourmet

#### **New Locations**

- Backstreet – Phoenix
- Capital Grille – Phoenix
- North – Scottsdale
- Ruth's Chris – Phoenix & Scottsdale
- Terroir Wine Pub – Scottsdale
- Hacienda Del Sol Gift Shop – Tucson
- Rincon Market – Tucson
- Sunflower (Broadway) – Tucson
- Wildflower – Tucson

#### **Rambling**

### **Upcoming Events**

#### **May 19<sup>th</sup>, 4:00 – 6:00 pm: AJ's, Tucson - Vino Noceto wines**

Jim Gullett, the owner (well, Suzy is an owner too, but she won't be there) of Vino Noceto, will be pouring their wines: the Sangiovese, Sangiovese Riserva and two of the block designated Sangioveses – the '01 Hillside and '01 Marmellata – together with their Frivolo, the delightful and frivolous Moscato Bianco. Our own Craig Stancliff will be there to provide his insights on these wines. This is a casual event, a chance to try the wines, chat with Jim and Craig and take a bottle home for Friday dinner.

#### **May 20<sup>th</sup>, 2:00 – 3:00 pm: AJ's, Tucson - Wine education, Italian style wines**

AJ's has a wine education program that runs on Saturday's for an hour starting at 2:00pm. Attendance is limited to 18, so it's a good idea to make a reservation. This is a more structured event. Jim Gullett, owner of Vino Noceto will be talking about varietals historically associated with Italy. The talk will be illustrated, if that's the right word to use for wine samples, with the same wines as were poured the day before. See <http://www.ajsfinefoods.com/wine.php?sec=6> for a little more information.

### **May 20<sup>th</sup> 4:00 – 6:00 pm at the Eccentric Gourmet in Anthem**

I will be introducing the new vintages from Young's Vineyard. Towards the end of April each year Young's releases their new vintages. There are stories of two mile long traffic jams as people line up to try to get some. This year, however, they have allowed people to order the wine prior to release. That included us. Laurie and I flew over there the week before release to taste the new wines and see what we could buy for all you Arizonans. The wines we needed were the Barbera, Zinfandel and Syrah – and we got some. We also scored a few cases of Sangiovese and barely any Petit Sirah and Roussanne. We will be sampling all of these wines at Phill's Eccentric Gourmet in Anthem – it may be your only chance to try some of these until next April.

### **New Locations**

Backstreet Wine Salon, 3603 E Indian School Rd, Phoenix  
Capital Grille of Phoenix, 2502 E Camelback Rd, Phoenix (Biltmore Fashion Sq)  
North, 15024 N Scottsdale Rd, Scottsdale (Kierland Commons)  
Ruth's Chris Steakhouse, 2201 E Camelback Rd, Phoenix  
Ruth's Chris Steakhouse, 7001 N Scottsdale Rd, Scottsdale  
Terroir Wine Pub, 7001 N Scottsdale Rd, Scottsdale  
Hacienda Del Sol Gift Shop, 5601 N Hacienda Del Sol Rd, Tucson  
Rincon Market, 2513 E 6th St, Tucson  
Sunflower Market, 7877 E Broadway Blvd, Tucson  
Wildflower, 7037 N Oracle, Tucson

### **Rambling**

One problem with not getting the newsletter out on a regular basis is that lots of things go by that I'd like to write about, but really don't fit into something that would go across the wire. So instead I picked a couple unrelated items that I think are interesting and hope you do too.

First, one aspect of writing Newsletters is that I need to have an eye open looking for news-worthy stuff. It's a little like photography. Laurie and I go on vacations and we usually have along a camera. I operate in one of two modes, "with camera" where I am looking at angles and shadows and interesting things to take pictures of and "without camera" where I am being me, enjoying the places we visit and figuring out where the next meal is going to be! So without a newsletter in mind nothing newsworthy happens!

The second unrelated item is about employee attitudes. A couple of Saturdays ago I needed to get my boarding pass for a Sunday flight. You can get boarding passes for Southwest 24 hours ahead on the web. When I tried to get my pass I got a screen saying there was a problem, so I tried again. Same problem. On the screen was a phone number to call. I called it. Within 2 rings I was speaking to someone who took my reservation number fixed the problem and then waited while I successfully got my boarding pass. So why is this interesting? First off, I didn't have to fight my way through a bunch of "Our menu has changed..." stuff to get to someone who could help. Second I didn't have to listen to any of the "This call may be recorded for quality purposes" or get invited to any "Please fill out this questionnaire on our response." Why not? A company that tries to impose quality or has attitude improvement programs is starting from the wrong place. I hung up feeling good.

Ciao,

Richard and Laurie

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