

Subject: Orangewood Wines News No. 4, April 12th, 2004

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To Our Wine Aficionados,

Introduction

Another hectic month in the wine business! And, we set another record for Orangewood. Thank you all for your support. Thank you, also, to everyone who showed up for our house warming last week.

Box Score

New restaurants:	1
New retail outlets:	2
New sales people:	0
New wineries:	0

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Upcoming Events

April 23rd - Cave Creek Wines, Cave Creek Rd and Rose Garden Ln (just north of 101)

Bob is a manager with the town of Cave Creek and Lisa is a talented karaoke singer. Although neither of these skills seems key to starting Cave Creek Wines, that is what they did, and it is the location of our next tasting event on April 23rd. We have selected wines from Napa Valley and the Sierra Foothills, including Vino Noceto, Young's, Latcham, Napa Cellars and Frank Family. I know you will have fun. There is a \$5 charge and appetizers will be available. Remember it's St George's Day - wearing a rose would be *de rigueur*.

Event Feedback

March 26th - Wine Dinner - Wine Basket at Hillside, Sedona

Jim and I arrived early for this event, so I got a chance to talk to a cardiologist. I told him I had a cardiologist story and he was eager to hear it. When Mark Rodman, owner of our Australian Marinda Park winery, was here last year he told me his cardiologist had said he had never seen an alcoholic with clogged arteries. They died of sclerosis of the liver. So, the question is: what is the crossover point between benefit to the heart versus damage to the liver? He claimed it was 8 standard drinks (Australians deal in standard drinks - a typical bottle of wine has 8) for men and 3 standard drinks for women. This sounded good to me. The Sedona cardiologist said this was a fair comment but...another reason for not seeing clogged arteries in alcoholics is that alcoholics don't live long enough. And, actually, only 6% die from liver failure. He didn't stay for the wine tasting but he did tip back a couple of glasses of wine (4 standard drinks). The event was well attended. Dillon put together the 4-course meal with little in the way of kitchen equipment. It was excellent. People were there from as far away as Glendale and Las Vegas, as well as a sprinkling of locals, including one of the managers from Basha's - see new locations below. Jim and I were pouring and schmoozing. In addition, I was given a wireless microphone with which to give commentary about the wines and their origins. This was particularly exciting when I sneezed - nobody sleeps when I sneeze. I was pouring at one table where the two couples were discussing where my accent was from. The men thought I was from Italy! I guess my arms were doing the talking. After the dinner, the wines were available for purchase. We sold nearly all the cases we brought along, and the RustRidge Chardonnay was oversubscribed.

April 2nd & 3rd – Tasting - Red Kangaroo, Chandler

So, I won Friday and Dick got Saturday. I thank those faithful newsletter readers for supporting us (this would be Dawn and Doug). It was pretty much a zoo on Friday. Injy and I were running around pouring, washing glasses, talking, checking quality...We did manage to sell a substantial amount of the Young's Vineyard Syrah, both by the glass and in bottles to go. The Young's will be a new addition to their range of offerings.

April 7th - Zinfandel Tasting - Nello's, Tempe

This event went as planned. Dick did the heavy lifting, i.e., most of the preparation, pouring and talking. We had Zinfandels from Westberg, Napa Cellars, Hyatt-Baumbach, Young's and RustRidge. The event was optimally attended, by which I mean that there were enough people to fill the room but not so many that there were no seats left. Thanks to all of you who came along, including Stanley and Stephanie. We even had a participant from New Jersey (thank you, Karen, for bringing your sister, Jan). I never cease to be amazed at the variety of tastes of the Zinfandels (my taste) and of the variety of people's preferences. We are unable to predict which wines will be most popular (as indicated by purchases) from one event to the next. This time it was Hyatt-Baumbach. Watch for Nello's next event on the first Wednesday of May (5th).

New Locations

Ventana Canyon, Tucson

If you are heading east on Ina Road in Tucson, stay with it as it changes to Skyline and then to Sunrise, and you will be treated to some wonderful views of the Pusch Ridge Wilderness. This area includes Sabina Canyon, where there may or may not be a search for mountain lions. Eventually, you also arrive at Loews Ventana Canyon Resort. If you ask the concierge where the Ventana Room is you will be directed upstairs. If it's lunchtime you will be disappointed, as they are only open for dinner. I have not been there for dinner, but I have spoken to their sommelier, who has selected both of the Frank Family Cabernet Sauvignons for his wine list. I have also reviewed their menu, which is world class.

Plaza, 2642 N Campbell Ave, Tucson

Working back along Sunrise and Skyline you may be able to spot Campbell Road. Head south for another great drive, past Adobe and to a strip mall that houses Plaza Beer and Liquor. Not your normal looking wine store, but one with a good selection, none the less. Dick has them stocking up with 6 of our wines as a starter kit.

Basha's, Sedona

In Sedona there is no AJ's, but Eddie Basha (owner of the AJ's stores) brings fine wine to red rock country at his eponymous store. (Let's see if Laurie leaves that in, Lee didn't when I put it in a software specification.) One of the Basha's managers was at the Wine Basket event and enjoyed many of our offerings. When Jim visited Jeff, the wine cellar master, he was familiar with several of our wineries. Jeff will get his first shipment of wines this coming week.

Rambling

Part of the process of selling wine is to try to encourage the staff at the retail establishment to sell the wine to the consumer. While customers are ready to try new wines, they are often nervous about picking a wine without any help. I went along to watch Dick in action with one of his customers as he familiarized the staff with the products they carry. He did something that you can try at home. Here's what you need: 1 or more people, 1 or more bottles of wine, 1 lemon, 1 salt shaker, 1 apple, some bread, some food. After reviewing the color of the wine and sniffing it for its nose, you pour a little of the wine and think about the components of the taste. The components are (as Professor Dick tells me): sucrosity, acidity and tannic structure. Is it sweet? Is it acid? Is it tannic? Which of these attributes dominate? If there is no dominance the wine is well balanced. Now squeeze a couple of drops of lemon on your tongue and taste the wine again. Is it different? Eat a little bread to cleanse your palate. Shake some salt on your hand and lick it as if you were shooting tequila. Taste the wine again. Think about what is dominating your perception of taste. Repeat with a slice of apple and finally with a slice of apple that has some lemon and salt on it. Remember to cleanse that pallet from time to time. Next, try the wine before and after a bite of "food". OK, now you know that taste is subjective and is affected by what you eat before tasting. One other thing: Dick pulled out a bottle of Thunderbird. He said if we didn't remember anything else, remember not to drink this wine!

Cheers!

Richard and Laurie

Richard (newsletter writer) and Laurie Corles (editor)
Orangewood Consulting LLC