

Subject: Oranewood Wines News No. 7, July 5th, 2004

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To Our Wine Aficionados,

Introduction

We always expect a major breakthrough, but instead it's blocking and tackling that gets us a yard or two at a time. We'll let you be the referees on our progress.

Box Score

New restaurants:	2
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New sales people:	0
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Upcoming Events

July 7th **Nello's Tempe 6pm - 8pm - \$10 - Southern and McClintock**

The event this month, on the regular first Wednesday schedule, is a charity affair. Admission is \$10. Wines from Oranewood and other distributors will be available to taste. The featured charity is a horse rescue of adopted PMU mares and foals. When recent medical studies showed that hormone replacement therapy for post-menopausal women was not a good idea, many of the horses that were providing the hormones were out of a job. Support for some of the rescued horses will be supported by \$5 of the admission fee. Apropos of the event, we will be pouring wines that have a horse's head illustrated on the label - i.e., RustRidge.

July 17th **AJ's Arrowhead 1pm - 3pm - Free - 67th Avenue and 101**

Bill and I will be pouring something here. Archie has been quietly selling the Frank Family Chardonnay and should have the Cabernet Sauvignon available also. I expect that these will be available to taste. It's a good opportunity to try these wines.

July 20th Chevront's, Phoenix - 6pm - 8pm - Free - Central opposite the Phoenix Library

Dick will be pouring "Summer wines". If you haven't seen The Dick in action, get along to this attractive new wine bar close to downtown Phoenix.

July 23rd Epicurean Wine, Scottsdale - 5:30pm \$10 - Thunderbird and Scottsdale

Alison and I will be presenting the Ventana Vineyards wines at this popular location. We have not been there for a while. Have you?

New Restaurants and Retail Outlets

Tonto Bar and Grill - Cave Creek

Tonto Bar and Grill is a fine restaurant in Cave Creek. They prepare and serve excellent food and wine in a professional and friendly manner. It has been a favorite of ours for a long time.

I first tried to sell wine there in 2001. I had one type of wine from one winery (Noceto Sangiovese Riserva). They were a little surprised at my modest "book" but liked the wine. I didn't manage to sell any. Since moving to Cave Creek I have been acquainting Eric (one of the owners) with our wines. Finally they are carrying the Ventana Chardonnay and Due Amici as their special for July. Eric spent some time working in the Monterey area and was aware of the winery already.

Cartwright's - Cave Creek

Eric also is co-owner of Cartwright's, so the July special extends to this location. One of the neat things about Cartwright's is appetizer special of the 30 cent oysters on the half shell, available at the bar. Hey, Laurie, what are our plans this week?

phoenixwine - Scottsdale - 10820 North 71st Place

Tom Hamilton has long been the owner of a virtual wine store, a website and delivery truck were the extent of its existence. Now he has made it bricks and mortar. If you head west on Mercer (From Scottsdale Rd just North of Shea) the road swings south at 71st Place and Bob's your uncle. Tom is co-located with a couple of guys who will sell you a computer or fix your networking problems. Among the computers are shelves for wine bottles and room for stacks of cases. Tom will supply popular high end wines plus great but less known wines at competitive prices. When you realize that Costco is a couple of miles away, competitive is a pretty serious statement. Check him out for his Silver Oak and Rombauer Cellar prices and ask him says about our Frank Family Vineyard and Young's Vineyard wines.

Event Feedback

Cave Creek Coffee Company

This was a convenient tasting, just a couple of miles from home. Several well known faces showed up (Thanks Larry and Hugh.) It brightened up the event. In addition to youse guys, Archie from AJ's in Arrowhead was there. He already carried 4 of the 5 wines we were tasting, but he also brought Donna from the Pinnacle Peak AJ's. It seems that the wine list at CCCC has been pretty static, so we sold quite a bit to people who were tired of the current selections. Jim will be trying to get on the permanent list now that he's back from Pennsylvania.

Taste of Sedona 2004

I drove up to Jerome for lunch and delivery to the Asylum before this event. I had been hoping to get Paula (the wine guy at Asylum) to try the Frivolo. She wasn't there but I left her a case anyway. (She was at the event in Sedona and she tried and liked and bought it.) After lunch I headed down to Los Abrigados. The event was held down by the creek, which was good because the water and breeze offset the 94 degree temperature. Jeff the Cellar Master at the Basha's up there was setting up, so I got to pick my spot first. I think some distributors view these events as a way to fix inventory. I view it as a way to build demand from actual consumers.

We had only 3 wines - all donated by Ventana - and the consensus was that we were pouring the best wines. This was supported by Jeff a couple of days later when I got an emergency call for more wine. The local restaurants had booths which allowed them to showcase their culinary expertise and there was a decent band that had some guests dancing. You might consider going next year.

Red Kangaroo, Scottsdale - Ventana Vineyards

Diane and Gary had a singer, as well as yours truly, as entertainment. We introduced several of the Ventana wines and the positive reception resulted in placement of the Pinot Noir, Due Amici (Sangiovese, Cabernet Sauvignon blend) and the Gewurztraminer. This is a particularly fine Gewurz. It is sold out at the winery and soon will be in Arizona, too. Red Kangaroo is the place to get some.

The place was crowded and it was fun to be there. Rob and I are making this one of the places we hang out. A place to sit and talk and try wines and distract Diane from her work. Swing by on your way home. If you catch us there you can try the wines, too.

Rambling

So why do people buy a particular wine? How does a wine become an easy choice? Let me count the ways (and remember I'm rambling here). The wines we carry are almost exclusively "unknown" wines from small vineyards. Why would people buy these wines? In many cases, the buyers have visited the winery and enjoyed them there. Seeing the label and drinking the wine evokes happy memories of the visit. Sometimes the wine was a gift and subsequent purchases remind them of the giver. Of course in both these cases it only works if we are talking about good wines. We are not going to spend money to repeat a less than tasty experience. Once we have someone enjoying the wine, if they share it with their friends then we have some secondary people buying the wine to repeat the experience of drinking the wine and hearing about the vineyard from their friends. These are the easy sales. For others we are trying to share a story about the winery. As distributors we will share "the story" with the wine store sales staff or restaurant wait staff. We also like to do the wine tastings as this allows us to pass on "The Story" directly to customers as well as spending more time with the staff.

How is this working for us? We started with the Vino Noceto winery because we loved the wine after a friend sent us half a case (Thanks again Pam). We had ordered their wine for several years before visiting the winery. Our enthusiasm, together with a few people who had visited the Sierra Foothills, has led to quite a few restaurants selling the wine. Over the 3 years that we have been selling these wines, we have built up something of a local following. Now we are trying to do the same thing for other wineries. We sure hope so!

Cheers!

Richard and Laurie

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