

**Subject:** Oranewood Wines News No. 8, August 2nd, 2004

**Sent:** Monday, August 2, 2004, 9:20 AM

To Our Wine Aficionados,

### **Introduction**

The dog days of summer leave our competitors despondent while we focus on getting new accounts. Being small gives us lots of room to grow. I also took the opportunity to get over to California. I went to one of our new wineries and revisited several of our existing ones.

### **Box Score**

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## **Upcoming Events**

### **August 4<sup>th</sup> - Nello's, Tempe: 6pm - 9pm - \$10 - Southern and McClintock**

Last month was a dress rehearsal for this month's event. Last month it was a major mob scene, and this month it's getting better publicity. Admission is \$10 of which \$5 goes to charity. Wines from Orangewood and 3 other distributors will be available to taste. The featured charity is again for the horse rescue of adopted PMU mares and foals. This month I will be bringing a couple of Westberg Cellars wines.

### **August 13<sup>th</sup> - Red Kangaroo, Scottsdale: 6pm - 7:30pm - \$10**

Rob and I will be pouring the 2002 vintage from Young's Vineyards - Barbera, Zinfandel and Syrah. As this is one of only 2 places that have the full range of Young's wines available, you should be stopping by to get your set. The Napa Cellars Cabernet Sauvignon is on the "by the glass" list here, so we will round out the pouring with some of that. There will also be music from "Michalek and Strone" to make it difficult to hear what we are saying. Incidentally, Steve Krum will be playing here on August 27th - but we won't be pouring!

### **August 14<sup>th</sup> - AZ Wine, Carefree: 4:30pm - 6pm - Free**

We are not sure what the wines will be, but we know we always have fun at these informal tastings. Dan is great to work with. The store is in the same building as the Carefree Post Office - Dan has a sign on the door that advertises "Short Cut to Post Office".

### **August 20<sup>th</sup> - Arrowhead Ranch Country Club, Glendale**

Bill and I will be presenting the several of our wines in the company of 7 other distributors at an event organized by AJ's. Stop by AJ's for information and reservations.

## **New Sales People**

Dria Jewell, an ex-Honeywell employee like Laurie and I, was the star of the public relations department. She and her husband, Craig Harting, another ex-Honeyweller, are now Prescott residents. She is excited about enhancing her knowledge of the wines (and the opportunity to drink the high quality of wine from Orangewood Wines). Dria will be presenting Orangewood Wines to the Prescott area with anticipation of expanding beyond the two accounts we currently serve.

## **New Restaurants and Retail Outlets**

### **Radda - Scottsdale**

"Warm water" - a fine name for a commercial area of shops and restaurants, especially if it's translated into Spanish to become Agua Caliente. There has been much coming and going within this area NW of Scottsdale Rd and Shea Boulevard. A recent coming is a restaurant called Radda. The owner is Lori Hassler who Dick knew when she worked at Sunflower. This connection has allowed us to get in on the ground floor with a generous selection of our wines. I have still to eat there...but it won't be long.

### **Painted Horse Cafe - Scottsdale**

When I first moved to Phoenix in 1975, the place to take visitors was Rawhide, a dusty road where actors shot at one another while you decided whether to eat at the steak house there. Further out into the desert was Pinnacle Peak Patio where ties were cut off and well done steaks delivered as an old boot. Beyond that was Riata Pass, but that was way too far. Now even beyond Riata Pass is a development with names like Troon. Supporting these developments is a wonderful little restaurant called the Painted Horse Cafe. Inside are paintings of horses and yes, a painted horse. It's open for breakfast, lunch and dinner and serves drinks until 1:00am. Laurie and I had a late lunch there last Sunday. The food was excellent and we wolfed it down with some Napa Cellars Zinfandel. The staff declared us dessert eligible, so we shared a chocolate mousse and Bailey's concoction and a glass of Noceto Frivolo. This was Rob's first new account - congratulations, Rob!

### **Lon's at the Hermosa - Paradise Valley**

In Paradise Valley it seems that some of the street naming rules have been suspended. Palo Christi should be an East-West road, but is in fact a North-South one. It is the name of 36th Street for less than a mile heading south from Lincoln. The Hermosa Inn is a really old and very elegant resort at 5532 North Palo Christi. Their restaurant is called Lon's after Lon Megargee, an artist who built the original Casa Hermosa as a home and studio. Some of his work is on display there. The food and wine here is world class. It's the kind of place to have a special anniversary or birthday dinner. Alison has been pursuing this account for a while and has now placed the Young's Vineyard Barbera on their list.

### **Red Kangaroo - Phoenix**

The Red Kangaroo stores in Phoenix, Scottsdale and Chandler are franchised from Graham, who used to own and run the Phoenix store. Graham has now moved to Australia and sold the Phoenix store to Rick. Rick has been finding his feet in the wine selling business in the heat of the Phoenix summer. He has made a major change. He now has a license that allows him to have wine tastings. Alison has been familiarizing him with our wines. He has taken the plunge with an initial order of Noceto wines. We also scheduled a wine tasting in September.

### **New Wineries**

We don't go out of our way looking for new wineries, but sometimes we can't resist. These wineries are now signed up and the initial orders are on their way to Phoenix. We will taste these wines with our existing clients over the next little while.

### **Chatom Vineyards**

Chatom Vineyards is a beautiful, if long, drive from Napa. I know, I started at 7 and got there at 10 a couple of weeks ago. I drove along all of route 12 from south of Napa to somewhat east of Lodi. To get to the winery, you then have to take route 49 south to route 4. The winery is located in Calaveras County, which is the county immediately south of Amador County (where Vino Noceto and Young's are located). The drive leads through Angel's Camp, which includes a hitching rail and row of store fronts along its main street. The winery and tasting room is further along CA 4 and nearly at Murphy's, which is another town that looks worth exploring. Gay Callan started this adventure in 1980, working her way from being a grape grower to a winery owner over 18 years. I met with Gay, her winemaker, Mari, and her marketeer, Joyce, outside the tasting room at a shady table that would be ideal for a picnic. It was also ideal for tasting their wines and talking about philosophies and stuff. Their wines were already available in Arizona until recently, so you may be familiar with them. They will be arriving shortly.

### **Mt. Vernon Winery**

Mt. Vernon winery is in Auburn, California. It's a little north of Interstate 50 on Mt. Vernon Rd. I don't know if the road name came from the winery or vice versa. Dick and I had visited the winery in February and agreed then that we would like to represent their wines in Arizona. Jim Taylor and his son, Ryan, have been growing grapes and making wines for only a few years. They already have a good reputation locally and recently garnered a handful of medals at their first competition - the California State Fair. We have ordered their award winning Syrah and a Port, and we expect other great wines to become available as time goes on.

## **Event Feedback**

### **Nello's, Tempe**

This event was, as I mentioned earlier, a mob scene. Three distributors were pouring wine and lots of people were drinking wine. I arrived late and stayed for dinner. I recommend it.

### **AJ's, Arrowhead**

This Saturday afternoon session is kind of fun. Harassed people looking for a bottle of wine for dinner stop by, take a quick taste and buy a bottle.

### **Cheuvront's, Phoenix**

This was our first appearance here. Dick was down with the West Nile Virus, so Rob and I held down the fort. We poured and talked about the selected wines for an hour or so and then the customers had the chance to order wine for pickup in a day or two. So, we got instant feedback on the quality of the wine and the entertainment value of Rob and me in terms of how much wine was purchased. We did pretty well.

### **Epicurean Wine, Scottsdale**

Epicurean signed up for a Ventana introductory tasting, and this Friday event was pretty much packed. Alison and I were run ragged from 5:30 to 9:00. They have a back room and tables all along the west window. Every seat was taken.

### **Vine to Wine Cellar, Prescott**

Finally we got to do a tasting at this place. They have been selling our wine there for two years, and now we got to meet some of the customers. The Saturday afternoon tasting had a steady business, enhanced towards the end by people sheltering from the first significant rain in months. Our tasting was Ventana, scheduled when Terry from Ventana was our "ride with". One lady came along because she had been given a tour of the Ventana Vineyard by the owner, Doug Meador, 20 years ago. Tasting the wines brought a glazed look to her eyes as she recalled that time.

## **Rambling**

This month I visited a number of wineries in California. There are many things I could ramble about, but I'll pick one. It is said that "It takes a lot of beer to make good wine". It is also said that "If you want to find a beer in a winery look for the winemaker". With that as a starting point, I began asking the winemakers what beer they drank and sometimes checked the refrigerator. This was an informal and unscientific survey which led me to believe that Sierra Nevada is the preferred choice. When I was at Ventana I got to meet Doug Meador and get his view on the subject. He said he knew why so much beer is consumed. To explain he first had to teach me about the cold stabilization process. Without cold stabilization, a bottled wine will precipitate tartrates and other insolubles as crystals, leaving an appearance of ground glass in the bottom of the bottle. These are harmless but aesthetically unpleasing, so most wineries cool the wine down below refrigerator temperature for a while before bottling and then filter out the crystals. Doug explained that for every good thing you do to wine there is often a bad thing. For cold stabilization the bad thing is the acidity decreases. Knowing this, winemakers go through the whole winemaking process with the wine acidity higher than the level intended for the finished wine. The week to week tasting of the wine has to take this into account. So, to avoid having too much of an acid stomach, the winemakers drink beer. Now you know. Another side effect of the high acid levels in unfinished wine is that when wine makers are judges in competitions, they tend to select the wines with high acid levels. Check that judges list.

Cheers!

Richard and Laurie

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