

Subject: Orangewood Wines Newsletter - Volume 3, Issue 11 – August 12th, 2007

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Introduction

Summer time is when we have a chance to take some time with our customers and to look for new ones. It's also a good time to review our territorial coverage and continue the apparently never ending task of building our sales team.

Coming up on September 9th in Scottsdale and September 10th in Tucson are our cooperative trade events. Working with other distributors we are showcasing our portfolio to a large number of customers and prospective customers. If you have not received an invitation please let me know.

Box Score

New Restaurants:	2
New Retail Outlets:	0
New Sales People:	1

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New Restaurants

[Café Terra Cotta](#)
3500 Sunrise Drive,
Tucson, AZ 85718
(520) 577-8100

[Forest Highlands Golf Club](#)
657 Forest Highlands
Flagstaff, AZ 86001
(928) 525-5200

New Sales Person

Vickie Gordon

One of my early mentors in the wine business is Tom Hamilton, who owns a wine store close to Scottsdale Rd and Shea Blvd in Scottsdale. It's called [phoenixwine](#). He had the opportunity to put one and one together when Vickie asked him how she could get into the wine distribution business a day before I asked him if he knew any potential sales people. Thank you, Tom, for doing the arithmetic. Vickie has worked in the hospitality business industry in Chicago and Phoenix for several years and she loves wine. She will be focusing on Northeast Phoenix and Northern Scottsdale.

Rambling

When I was growing up in England tea making was a ritual that involved boiling water, warming a teapot, putting tea leaves in the pot and adding the water. The tea would brew for perhaps 5 minutes before being poured over a small amount of milk in a teacup. The milky brown liquid was drunk morning noon and night and especially at tea time. Note there was no mention of tea bags or tea strainers. As a result, care was needed as the tea was drunk to avoid getting a mouthful of tea leaves, with a side effect that a little tea was left at the bottom with all the tea leaves in it. My grandmother was an expert at swirling these remains, pouring the liquid in the saucer and leaving most of the tea leaves in random patterns around the inside of the cup. She was also an expert in reading the tea leaves. "I see a squirrel, a cup and a cloud." And she would explain the significance of what she saw.

Looking at a month of sales and trying to understand what they mean is sort of like reading tea leaves. As with every summer our sales are down – the big spenders move to cooler climates and everyone else drinks beer – but this year I think I am seeing a move to less expensive wines. I think those buying wines are dropping their price point a notch. For example, instead of spending up to \$25, they now spend up to \$20. Is this a leading indicator of slowing economic activity?

A more specific ramble started just over a week ago. Laurie and I sent our horses off to summer camp in Prescott (thank you, Lisa), and we headed up to Steamboat Springs to attend the Wine Festival there. Two of our wineries were represented. Reggie Hammond, the wine maker at [Ventana Vineyards](#), was there. He shared with me some of the plans for the winery (investments in the facilities) and a taste of the 2005 Pinot Noir (yum). Our other winery, [Tolosa](#), was represented by the local sales person, but I still got to try their Late Harvest Chardonnay. We continued our trip to Colorado with visits to our friends Sheila and Tim who showed us how rabbit ears look without snow on them, and to Deb and John who, like us, started their own business and thus we rarely get to see them.

The rambler rambles on...

From all of us at Orangewood Wines,

Richard (newsletter writer) and Laurie (editor)
Orangewood Wines