

**Subject:** *Orangewood Wines Newsletter - Volume 3, Issue 13 – October 7th, 2007*  
**Sent:** *Sunday, October 7, 2007, 8:26 PM*

## **Introduction**

October is here, the weather has cooled down, and I'm trying to remember which drawer has my sweaters in it. It may be important soon.

## **Box Score**

New Restaurants:	1
New Retail/Wine Bar Outlets:	3
New Sales People:	1

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## **New Restaurant**

[Furio](#)  
7210 East Second Street  
Scottsdale, AZ 85201  
(480) 945-6600

## **New Wine Store/Wine Bar Outlets**

**Pat and Mike's**  
860 East American Avenue  
Oracle, AZ 85623  
(520) 896-2424

**The Winery**  
4250 West Anthem Way, Store 765  
Anthem, AZ 85086  
(623) 465-7457

[Wine Styles](#)  
8279 West Lake Pleasant Pkwy, Suite # 104  
Peoria, AZ 85382  
(623) 561-9463

## **New Sales Person**

### **Janine Buchal**

At 11 years old I went to King Edward's Five Ways School in Birmingham. One of my classes was French, and the reading book featured Janine and some boy whose name I do not recall. It was probably Henri or Jean-Paul or whomever. I had never met a Janine, so it is a delight to welcome our new salesperson, recently transplanted from Minnesota to the Phoenix area, just to solve my problem. Seriously though, Janine has a background in marketing and sales, and worked at several wine stores in the St Paul area prior to moving to Phoenix. She is a wine and food/wine pairing enthusiast and has started calling on accounts in the East Valley: Chandler, Fountain Hills, Gilbert, Queen Creek, Mesa, etc. Please call me if you need help and have not seen her yet.

## Trade Events

This year we have had two trade events: a Sierra Foothills event at the beginning of February at which we showcased wineries from that region; and the recent High 5 trade event, which we did in combination with other small distributors, at which we focused on wineries that have been under-represented in Arizona. For 2008 I am thinking of expanding the early February event to allow any of the wineries we represent to come along for both the trade and the public tastings; and, also, continuing with the multi-distributor tasting in September for those wineries that could not make the February event or just wanted to get to Arizona again. For both events we would have a Tucson tasting, as well, and an evening for the winery and sales people to get together. **I am looking for feedback from our customers and our wineries on timing and direction.** It is not clear to me what the best answers are, but I hope to fumble my way with your help.

## Rambling

In the last edition I was recovering from a vocal chord operation and rapidly approaching a trade tasting. My voice came back to normal very quickly, though it seems to get tired easily. For the trade tasting I relied on our sales people and thank them very much for their sterling efforts. I stayed in the background and spoke softly. As a result, our sales people did not spend as much time as we all would have liked getting to know the representatives from the wineries. This is something for us to work on for future events.

The rambler rambles on...

From all of us at Orangewood Wines,

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