

**Subject:** Orangewood Wines Newsletter - Volume 3, Issue 17 – March 11th, 2008

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## Introduction

February rushed on by. Business is growing a little from last year which, given the euphemisms people are using about the economy, is pretty good. We continue to improve our coverage of the Metro Phoenix area and improve our representation of the wines in our portfolio.

## Box Score

New Restaurants:	7
New Retail/Wine Bar Outlets:	0
New Sales People:	2

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## New Restaurants

### [Bar North](#)

Kierland Commons  
15024 N Scottsdale Road, Suite 140  
(Next to NoRTH restaurant)  
Scottsdale, AZ 85254  
( 480) 948-2055

### [Blue Adobe Grill](#)

144 North Country Club Drive  
Mesa, AZ 85201  
(480) 962-1000

### [Fire Restaurant & Bar](#)

12130 North Dove Mountain Boulevard  
Marana, AZ 85653  
(520) 616-6023

### **Florencia Pizza Bistro**

3646 East Ray Road  
Phoenix, AZ 85044  
(480) 704-7404

### [Hassayampa Inn](#)

122 East Gurley Street  
Prescott, AZ 86301  
(800) 322-1927 or (928) 778-9434

### **Salerno's**

3921 East Guadalupe Road  
Gilbert, AZ 85234  
(480) 892-0040

### Vogue Bistro

Marley Park Plaza  
15411 West Waddell Road  
Surprise, AZ 85379  
(623) 544-9109

### **New Sales People**

**Diane Jacobs** has been designing wine cellars for commercial and private use and thought it would be good to do some vertical integration. After sitting in one of our staff meetings and driving with one of our winery representatives she is sure this is a good move. As she already drives around the whole valley, she will not be focusing on one area, rather she will initially approach those wine stores and restaurants she has already worked with.

**Steve Noble** has spent many years doing logistics but has learned to love wine. After handing off his logistics company to his partners he is learning about our wines and how to sell them. He lives in North-East Phoenix and his initial forays will be in that area.

### **Rambling**

This week I was at the Phoenix City Council meeting supporting approval of a license for a larger warehouse. Our business and inventory have been growing so it is time. This is going to be a long project that will probably be completed at the end of the summer, in time for the seasonal and economic upturns. We are worrying about shelving and shipping and stuff. We do, however, need to remember the big picture, selling wine - which gives me a segue into one of my favorite stories:

Sherlock Holmes and Dr Watson went on a camping trip. After a good meal and a bottle of wine they lay down for the night, and went to sleep. Some hours later, Holmes awoke and nudged his faithful friend. "Watson, look up at the sky and tell me what you see." Watson replied, "I see millions and millions of stars." "But what does that tell you?" persisted Holmes. Watson pondered for a minute. "Astronomically, it tells me that there are millions of galaxies and potentially billions of planets. Astrologically, I observe that Saturn is in Leo. Horologically, I deduce that the time is approximately a quarter past three. Theologically, I can see that God is all-powerful and that we are small and insignificant. Meteorologically, I suspect that we will have a beautiful day tomorrow. What does it tell you?" Holmes was silent for a minute, then spoke. "Watson, you idiot. Someone has stolen our tent."

The Rambler rambles on

From all of us at Orangewood Wines,

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