

Subject: *Orangewood Wines Newsletter - Volume 3, Issue 18 – April 12th, 2008*
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Introduction

Some of our restaurant customers are seeing a drop in business compared to last year. They are attributing this to two things. First is the overall economic slowdown; people are nervous about spending in general. Second is the tightening of the Arizona DUI (Driving Under the Influence) laws. The penalty for a first offence has increased dramatically, so people are nervous about drinking when out for dinner. This is an appropriate reaction, but it seems that many people have forgotten the other Arizona law that allows customers to re-cork their wine to take home. Specifically, Arizona code, 4-244 Section 31 states that... "A person who removes a bottle of wine which has been partially consumed in conjunction with a purchased meal from licensed premises if a cork is inserted flush with the top of the bottle or the bottle is otherwise securely closed." ...is within the law. So, enjoy a leisurely glass of wine with dinner and take the remainder home for a nightcap.

Box Score

New Restaurants:	5
New Retail/Wine Bar Outlets:	0

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New Restaurants

Greenfield Lakes Golf Club

2484 E Warner Road
Gilbert, AZ 85296
(480) 503-0500

Rokerij Restaurant

6335 North 16th Street
Phoenix, AZ 85016
(602) 287-8900

Salute Ristorante

13216 North 7th Street, Suite B2
Phoenix, AZ 85022
(602) 866-9905

[Steakhouse at Desert Canyon](#)

Desert Canyon Golf Club
10440 Indian Wells Drive
Fountain Hills, AZ 85268
(480) 837-1173

[Water's Edge](#)

13014 Saguaro Boulevard
Fountain Hills, AZ 85268
(480) 816-3515

In Memoriam – Steven Young of Young’s Vineyard

Steven Young, owner and winemaker at [Young’s Vineyard](#) died of a heart attack last month while traveling in France. He was 49 years old. This winery is very much a family affair, with his wife, young children, parents and sister all contributing to its success. They intend to continue operations.

At Orangewood we opened a bottle of our favorite wine from Young’s and reminisced about the good times we have had that involved their wines and about the joy that Steven brought to so many wine lovers.

Rambling

In 2001 when we started distributing wine, Laurie and I had a “back of the envelope” business plan that had us doing everything. As things grew beyond our capabilities we changed our plan to solve the problems. One of the early problems we had was that I, the sole sales person, could not manage the number of customers we needed to meet the business plan. It was while drinking with one of our customers that I found myself considering how to find a sales person. Sitting opposite me was someone who had grown up in the Sierra Foothills, had a good palette and was fun. Dick Kirkpatrick, a retired college teacher, was not in need of a job, but he could not think of any reason not to sell wine. He had been spending his time hanging around at places that have good wine and drinking it. As a salesman he would hang around at places that have good wine, drink it and get paid. So for the next six years he sold our wine and generally kept my feet on the ground when I was having delusions of adequacy. Our strategy has evolved over the years, with oversight from “The Dick”. Last year Sheri, Dick’s wife, also retired and they bought a house in Oracle – the writing was on the wall. They continue as friends and occasional drinking buddies. Thanks Dick.

The Rambler rambles on

From all of us at Orangewood Wines,

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