

Subject: -Orangewood Wines Newsletter - Volume 3, Issue 21– August 27th, 2008

Sent: Wednesday, August 27, 2008, 9:27 PM

Introduction

It is nearly the end of August, the monsoon is in full swing (an inch of rain here a couple of days ago), school is in for fall (to paraphrase our local rocker Alice Cooper) and all we need are some nights when it drops below 80 degrees. It seems that a number of our customers are anxious to schedule tastings or win dinners so I will be asking our winery owners and winemakers to look at their calendars to see when they would like to visit sunny Arizona.

Separately we have scheduled our annual wine tasting for the afternoon of Sunday September 28th. We will be doing this in combination with three other distributors as in the past. We will be inviting (or have already invited) representatives from the wineries we started representing recently, but otherwise we will have a selection of a wine or two from each of our wineries.

Box Score

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New Restaurants

Amano

1541 East Baseline Road,
Phoenix, AZ, 85042.
(602) 305-9466

Jax Kitchen

7286 North Oracle Road
Tucson, AZ 85704
(520) 219-1235

Romeo's Euro Café

207 North Gilbert Road
Gilbert, AZ 85234
(480) 962-4224

Wally's American Pub N Grill

5029 North 44th Street
Phoenix, AZ 85018
(602) 954-2040

O'Donaghue's Irish Pub

20469 North Hayden Road
Scottsdale, AZ 85255
(928) 443-8848

New Wine Stores/Wine Bars

[AJ's Fine Foods](#)

18271 North Pima Road
Scottsdale, AZ 85255
Opening soon

Cellars Fine Wine and Spirits

914 East Camelback Road
Phoenix, AZ 85014
(602) 265-9463

New Wineries

Kym Jenke grew up at the family farm in the Barossa Valley in Australia. (You can know where this is going to finish up, yes he is the owner and winemaker for **Jenke Vineyards**.) Kym went to school in California where he met Jeff Schaeffer, who became a good friend and this year also his importer and USA distributor for Jenke Wines. After school Kym made wine in Napa Valley for a while before heading for home. Recently Kym met up with Jeff in Arizona and after a long day finished up in Cave Creek with Laurie and I drinking beer and the remnants of their now somewhat warm wine. One key to selling wine is a strong relationship with the supplier. Such a relationship was started that night. None the less, the process says that I need to have the sales team try the wine and feel that we have something sellable. That happened a couple of weeks later. Even the skeptics liked these wines.

Many of us in Orangewood Wines love Italian wines. Some of us have either tried to sell to Italian Ristorantis or have requests for an Italian wine from to fit on a non-Italian wine list. Steve Noble has been selling wine for us for the last 6 months and he remembered running into Matthew Fioretti in Sonoma. Matthew, an American living in Piedmont, started and owns the Importer **Summa Vitis**. This primarily Italian portfolio was distributed in Arizona by the now defunct (it's OK to say this in polite society) distributor – Ponti. The portfolio has family owned wineries with small productions. That sounded familiar. So we have tasted quite few of these wines and included some of them on our regular price list. The remainder of the portfolio is also available to those with fond memories of the Ponti offerings.

New Sales Person

Sherri Wilson

Sherri has been in the Food and Beverage Industry for some time including presenting an Arizona Winery at events around the state. She is enthusiastic about wine and once considered buying a winery. She lives in Gilbert which is a long way from where the rest of us live, but it is becoming closer to the center of Phoenix every day. She is starting by approaching potential customers in Gilbert and Queen Creek.

Rambling

As we look at the 16,000 licenses that have been issued in Arizona we try to home in on the places that are what we call wine serious. We represent small wineries so they have little name recognition so they require some hand sell. So what we try to do is to get our customers excited about one or more of the wines we supply so that they buy it. The next step is to work with those customers to help them sell the wines to their customers. One way of doing that is to hold wine tasting of one form or another. Perhaps it's a special for the night, perhaps one night there is a flight available at a reasonable price, there are a number of variations. For the restaurateur this allows customers to try wines that perhaps they would not risk trying and so if it works it adds one or more wines to the consumers list of wines they like and are comfortable ordering in the future. For us the distributor, this gives us a chance to help the restaurateur, train their staff and get the consumers excited too, so that the wine is added to the wine list on a permanent basis and we start to get a little flow. That's the theory and in practice it works like this most of the time.

I have noticed a couple of times that some people think we are free servers and have us running around delivering food, while their regular servers are given the night off. Such a set up misses the point. We want to train those servers, we want to have time to talk to the customers and provide a wine focus not normally available.

On a different topic Laurie's and my health, we have managed to progress through a couple of serious issues over the last few years. Laurie's thyroid cancer continues to be cured, no signs of anything untoward at her checkups. While my polymyalgia rheumatica, after application of, I estimate, 7 grams of prednisone stayed under control so that I am now at a placebo level as it tapers down. Considering the cripple I was to start with this is a miracle.

The Rambler rambles on...

From all of us at Orangewood Wines,

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