

**Subject:** *Orangewood Wines Newsletter - Volume 3, Issue 22– October 21st, 2008*

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## **Introduction**

Here it is late October. Being mostly desert, Arizona does not get a change of leaf colour in Autumn, instead we see a change in license plate colour as the snow birds flee from northern winters. This change usually heralds an uptick in wine sales, but so far this year we are seeing fewer out of state license plates and a continuation of summer sales levels.

## **Box Score**

New Restaurants:	4
New Retail/Wine Bar Outlets:	0

## **Contents**

[New Restaurants](#)

[Rambling](#)

## **New Restaurants**

### **[Canelli's Pizzeria](#)**

23670 South Power Road  
Queen Creek, AZ 85242  
(480) 840-3131

### **[Larocca's](#)**

5689 North Swan Road  
Tucson, AZ 85718  
(520) 299-4301

### **[Sushi Brokers](#)**

17025 North Scottsdale Road  
Scottsdale, AZ 85382  
(480) 515-5000

### **[The Farmhouse at Schnepf Farms](#)**

24810 East Rittenhouse Road,  
Queen Creek, AZ 85242  
(480) 987-8398

## **Rambling**

The numbers were grim last week. In Cave Creek we dropped 20 degrees over 2 days putting us a few degrees over freezing point. Still all the animals around us seem unconcerned, our horses are working on winter coats, rattlesnakes are looking for a hole for the winter, a family of tarantulas decided our garage was an ideal home (really), coyotes continue to howl and only the owls seem to give a hoot.

I'd like to make the weather change an analogy for the economy which has also demonstrated an ability to drop precipitously over a day or two. Most people are still employed and most still eat or drink every day. I still can't find a parking spot near my favorite restaurants. Only the media are predicting the end of life as we know it. In this economy it seems to me that our customers and suppliers are thinking about what is best in the long term. They and we wish to maintain the hard won relationships that are the basis for our business and to keep established brands in front of consumers. On the supply side we have been buying smaller quantities of wine and we appreciate the tolerance of the wineries that we represent. We are also grateful to those suppliers who offered to relax payment terms, if needed, to survive the current poor market. On the sales side we try to ease our customers' problems by volunteering to deliver smaller quantities of wine. We do have a one case minimum, but we do not charge if that case contains a variety of wines.

The Rambler rambles on...

From all of us at Orangewood Wines,

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