

Subject: Orangewood Wines Newsletter - Volume 3, Issue 25 – March 9th, 2009

Sent: Monday, March 9, 2009, 8:00 PM

Introduction

Time flies when you are having fun! I seem to have missed a February issue altogether. Orangewood Wines continues to bounce around in the maelstrom of the economy. We aim to provide superior wines, superior customer service and friendly helpful sales people to keep our customers happy and to convince new customers to join the fun.

Box Score

New Restaurants:	5
New Retail/Wine Bar Outlets:	3
New Sales People:	2

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New Restaurants

[Cafe Bink](#)

36899 North Tom Darlington Drive
Carefree, Arizona 85331
(480) 488-9796

[Chaparral Pines Golf Club](#)

2101 East Rim Club Drive
Payson, Arizona 85541
(928) 474-3425

[Gerardo's Italian Bistro](#)

512 North Beeline Highway,
Payson, AZ 85541
(928) 468-6500

Poco

7000 East Shea Boulevard,
Scottsdale, AZ 85254
(480)991-3170

[W Scottsdale](#)

7277 East Camelback Road,
Scottsdale, AZ 85251
(480) 970-2121

New Retail Outlets/Wine Bars

Rim Liquor

807 South Beeline Highway
Payson, AZ 85541
(928) 472-2200

Royal Hawaiian Coffee and Wine
1957 Commerce Center Circle
Prescott, AZ 86301
(928) 776-4104

WineStyles

9788 West Northern Avenue
Peoria, AZ 85345
(623) 872-7900

New Sales People

Kelly Rich. For those of you paying attention you may have thought that Kelly was already selling wine for Orangewood. The reason she is mentioned here is because she took a hiatus with another distributor, and while she continues to represent them, clearly the grass was not quite as green as she hoped. We are delighted that she has rejoined us. She is responsible for South Scottsdale.

Tracy Younes has been in the wine industry for some time, most recently doing National Sales for the Michael David Vineyards of Seven Deadly Zins fame. In that capacity she has developed relationships at corporate offices as well as local operating restaurants and stores. For Orangewood she will be leveraging these relationships to establish us with corporate customers that have been beyond our current expertise.

Rambling

Some of you may know that my elder daughter, Debby, lives with her husband, Mike, and my grandsons (some would say their sons), Tobias and Calvin, in Napa. Some while ago – 4 or 5 years – they pressed me into service to pour wine at the Northwood Elementary School Wine Auction – a fund raiser to help California close its budget deficit. I mention this because at the next table was a gentleman named John Johnson, who presumably also had a grandchild at the school. John was pouring Strata Merlot. John and his partner Dave Cofran owned Strata. Shortly thereafter I began distributing Strata in Arizona. Merlot, which was the only wine they make, is made from grapes that had been blended into some of the Silver Oak Cabernet Sauvignon prior to their purchase of the Twomey Vineyard. Dave Cofran owned the vineyard and for many years had worked at Silver Oaks. It turned out that Dave had gone to UC Davis with Justin Meyer the founder of Silver Oaks. Incidentally Greg Boeger founder of Boeger Winery was also in that class. Strata Vineyards had the misfortune to have the single varietal that got slammed by the movie Sideways. We did manage to sell a little of the wine over the last few years. We enjoyed visits by Dave Cofran to Arizona and in turn we enjoyed our visits there. In the last year or two, John Johnson retired leaving Dave Cofran to maintain the vineyard, make and sell the wine. Finally, they decided to close down the whole operation. I received a letter to that effect this week. I called Dave and we talked about how it had come to this and how bad the economy was. Then he mentioned that he was sitting on a lanai in Kauai. Things didn't seem so awful after all. I told him that Laurie and I had not been there since we started Orangewood Wines...

Do I have a point? No, but I have a ramble...
The Rambler rambles on...

From all of us at Orangewood Wines,

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