

Subject: Orangewood Wines Newsletter - Volume 3, Issue 26 – April 14th, 2009
Sent: Tuesday, April 14, 2009, 7:30 AM

Introduction

On April 26th between 1 and 4, we will be holding a trade only warehouse sale at 2937 West Thomas Avenue in Phoenix. Other distributors in our shared warehouse will be participating, so it may be worth your while to come along to sample wines and make great buys. Orangewood Wines will focus on remainders and overstocks and will offer them on the basis of buy one case get one case free. Your representative should be able to give you a heads up on what wines will be offered. See you there.

Box Score

New Restaurants:	2
New Retail/Wine Bar Outlets:	0
New Sales People:	1

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New Restaurants

[Mastro's Ocean Club](#)
15046 North Kierland Boulevard
Scottsdale, AZ 85254
(480) 443-8555

[Portland's Restaurant & Wine Bar](#)
105 West Portland Street
Phoenix, AZ 85003
(602) 795-7480

New Sales People

Zoya Vora-Shah. Zoya has a background that includes selling for small wine distributors in Washington D.C. and Florida, as well as selling for a large distributor in Arizona. She has recently been working for a wine store in Phoenix. With this strong background we are delighted to have her on board. She is responsible for Tempe, Ahwatukee and South Phoenix.

Rambling

Back in 1998 when we first registered the name Orangewood Consulting as an LLC we had no idea that we would be selling wine. We knew that no one could pronounce "Corles" ("corls" for Americans, "calls" for Brits) or if they could pronounce it they could spell it making directory enquiries impossible. This meant that the usual "Corles and Associates" was not going to work. Gazing out of my office window the road sign "Orangewood Avenue", I said "Thank you" and we became Orangewood Consulting. The name was a great success, so when we added wine distribution we didn't bother with a new name and LLC. After a couple of years, we found that people thought that we consulted in wine matters rather than selling the stuff. Hmmm, how about a dba (doing business as) name of Orangewood Wines? That worked just fine and we added a tag line of "Arizona Wine Distribution" to avoid us wasting time with customers in, for example, Thermopolis, Wyoming.

Now that we have become established and pretty well recognized in Arizona at least, our man in the north, Jim Wallace, suggested that we consider revising our tag line to something like "Small Winery Pro's". I agreed with the concept but not the implementation. We considered using "boutique", but Jim thinks this is over-used. We considered using "hand crafted" but Suzy Gullett of Vino Noceto thinks that is passé. Something like "Arizona Small Family Winery Specialists" sounds as if we are representing Arizona Wineries which is not the case - not to mention that we would need larger business cards. Hey, I said not to mention that. So we are considering towards something like "Small Family Winery Specialists". Your thoughts and suggestions are welcome.

The Rambler rambles on...

From all of us at Orangewood Wines,

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