

Subject: *Orangewood Wines Newsletter - Volume 3, Issue 27 – May 18th, 2009*

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Introduction

It's May and the temperature in Cave Creek jumped to 10 degrees above normal causing thermal shock to our systems. Jim Wallace is always a fount of good ideas. Mostly I am deaf, but this month's newsletter adds some information about one of the wine varietals. We're starting with Viognier.

Box Score

New Restaurants:	5
New Retail/Wine Bar Outlets:	2
New Sales People:	1

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New Restaurants

[Amara Hotel, Restaurant & Spa](#)

310 North Highway 89A
Sedona, AZ 86336
(866) 455-6610

Bamboo Café

6615 West Happy Valley Rd
Glendale, AZ 85310
(623) 376-8803

Diamond Point Shadows

East Highway 260 at Milepost 258
Payson, AZ 85541
(928) 474-4848

[Phoenix Country Club](#)

2901 North 7th Street
Phoenix, AZ 85014
(602) 263-5208

[Switch](#)

2603 North Central Avenue,
Phoenix, AZ 85004
(602) 264-2295

New Retail/Wine Bar Outlets

Tops Liquor

403 West University Drive # 104
Tempe, AZ 85281
(480) 967-5643

Beverage Place

111 East State Highway 260
Payson, AZ 85541
(928) 474-6300

New Sales People

Cecilia Swetland. Cecilia has signed up to represent Orangewood Wines in the Flagstaff area. She has a day job at Bin 239 in Prescott and is one of the Prescott Vino Vixens – an informal group of wine enthusiasts. Originally hailing from Michigan, Cecilia worked in the hospitality business in Florida and Phoenix area (including Harold's in Cave Creek) before moving to Prescott.

Wine Varietal of the Month – Viognier

Viognier? Why Not? Well that's what we had with our lobster ravioli last evening and it was simply wonderful. First, how is Viognier pronounced? Vee – ohn – yea. Viognier is the name of a grape that makes white wine associated with the Rhone Valley in France. Hence it's a Rhone varietal. It's a primary ABC (Anything But Chardonnay) varietal because it has some richness to it reminiscent of chardonnay. As a wine it can be made to include oak and butter, but in my experience, it's usually not made that way. It is not as round as Sauvignon Blanc and it's richness takes a slight edge off. It paired well with ravioli, and the olive oil added richness which contributed nicely to the lobster's delicate flavors balancing nicely with the Viognier. In general, besides being a fine wine to drink by itself, it should be paired with subtle food – as opposed to barbeque or steak with HP Sauce. Think white fish, butter sauce, mild cheese..., candlelight, soft music, you get the picture - Vee-own-Yay!!!

Orangewood Wines carries Viognier from Praxis (Lodi, CA), David Girard (El Dorado County, CA) and Kestrel (Yakima Valley, WA).

Rambling

I was going to tell you that here in Cave Creek the Palo Verde trees are blooming bright yellow, saguaro cactus have their crowns of white flowers that are the Arizona State flower; and that the ironwood trees have also blossomed with a subtle lilac color with a hint of Bing cherry on the finish – but I'm not going to. There are a couple of more important things for the ramble this month that occupy the next two of paragraphs. First is some coverage of a sales trip that four of us made to Oregon last month. Second is an analysis of the responses we received to the last rambling about tag lines.

The trip to Oregon was a three day affair that allowed us to visit each of the four wineries that we represent. Coincidentally, four of went on the trip – Lena, Jim, Stanley and myself. We flew to Portland and drove to the Stoller Vineyard where we stayed for the two nights we were away. Thank you to Cory for making the accommodations available to us and hosting us on the first afternoon. Stoller has a state of the art winery that was completed in time for the 2005 Vintage wines. It and the vineyards are very impressive. When we were there in late April, bud break was complete and about an inch or so of leaf had emerged. On the second day we visited the Bella Vida vineyard where Ted the tractor driver showed us around the property and forced wine into us. That's what breakfast is supposed to be – thank you Ted and to Allison and Steve Whiteside for setting it up. After lunch we found the Patricia Green Cellars winery. This by itself is an achievement because the winery is not well sign posted. Owners Patty Green and Jim Anderson previewed the 2008 vintages from the barrels for us. They also were charitable enough to help us to understand what "clones" is all about. We blithely document or memorize what clones are included in a vineyard and what goes into the wines, but we didn't have a clue why there are all these clones and what they were good for. So Patty and Jim simplified the subject to the point where we now have a clue. So listen up, I am passing the clue on to you.

Two of the clones that we hear about are Wadensvil and Pommard. They apparently are the key clones. The Wadensvil brings structure and the Pommard brings fruit. By themselves they are good for lots of great Pinot Noir. Then there are the Dijon clones which have names like Dijon 777. Dijon is the only one with numbers, which was a revelation; it is the one that folks experiment with, Mendel style, producing vines and grapes for specific purposes, for example, for earlier ripening. A big deal for northerly vineyards. That's it, lesson over – you are on your own from here and thank you Patty and Jim for bringing this PhD topic down to us first graders. On our last day we visited Apolloni Vineyards. Somewhat further North, the bud break had been more recent and perhaps a third of an inch of leaf had protruded. This would be a vineyard interested in a faster ripening Dijon clone! Alfredo and Laurene Apolloni had showed us their vineyards and arranged for a spectacular lunch that showcased their existing released wines. Afterwards they previewed the wine still in barrel. Thank you to them and their National Marketeer, Laura Gordon, for their hospitality.

On tag lines for Orangewood Wines...we had a tremendous response to the last newsletter in which I rambled about this. Thank you all who responded for your suggestions. First let me clarify, we are not thinking of changing our name Orangewood Wines. We have worked hard on name recognition and as one respondent said, most restaurants have heard of us. It is the tag line that we want to fix up. Currently we have Orangewood Wines – Arizona Wine Distribution. "Arizona Wine Distribution" is the tag line. We received 18 suggestions. Some referred to the kind of wineries we represent, some the kind of places we sell to, some the things that we do. Some were short, some long. I sat down with the sales staff last week and asked for preferences – and got 11 more suggestions. Laurie and I whittled the list down to 3 and we are asking for your preference. Here are the 3 – in alphabetical order.

- Excellent World Wines
- Small Vineyard Specialists
- Small Wineries, Great Wines

Operators are standing by...

The Rambler rambles on...

From all of us at Orangewood Wines,

Richard (newsletter writer), Laurie (editor) and Jim Wallace (another editor)
Orangewood Wines