

**Subject:** *Orangewood Wines Newsletter - Volume 3, Issue 36 – March 7th, 2010*  
**Sent:** *Sunday, March 7, 2010, 7:12 PM*

## Introduction

I do try to get these out every month, but the date got later and later in the month and February was short, so here we are in March already...

## Box Score

|                             |   |
|-----------------------------|---|
| New Restaurants:            | 5 |
| New Retail/Wine Bar Outlets | 3 |
| New Wineries                | 0 |
| New Sales Consultants       | 1 |

## Contents

[New Restaurants](#)  
[New Retail/Wine Bar Outlets](#)  
[New Sales Representative](#)  
[Varietal of the Month](#)  
[Rambling](#)

## New Restaurants

### [Bourbon Steak](#)

7575 East Princess Drive  
Scottsdale, AZ 85255  
(480) 513-6002

### [Flagstaff's Green Room](#)

15 North Agassiz Street  
Flagstaff, AZ 86001  
(928) 226-8669

### [Jotini's on the Green](#)

At The Continental Flagstaff  
2380 North Oakmont  
Flagstaff, AZ 86004  
(928) 527 7998

### [Red Raven Restaurant](#)

135 West Route 66  
Williams, AZ 86046  
(928) 635-4980

### [Rene at Tlaquepaque](#)

Highway 179 at Tlaquepaque  
Sedona, AZ 86336  
(928) 282-9225

## New Retail/Wine Bar Outlets

### [34 Easy Street Restaurant & Bar](#)

34 Easy Street  
Carefree, AZ 85377  
(480) 595-9909

### [Enotria, Land of Wine](#)

7000 East Mayo Boulevard, Suite 1046  
Phoenix, AZ 85054  
(480) 513-3086

### [Old Town Wine Cellar](#)

265 Main Street, Suite E  
Yuma, AZ 85364  
(928) 373-0405

### **New Sales Representative – Ken Baker**

I was visiting My Wine Cellar in Ahwatukee, a suburb on the South side of Phoenix, and wishing I had made an appointment with the owners, Tom and Kathleen. They have been a major supporter of the Scott Harvey wines in the past and I am anxious to allow them to continue. Chatting to the barman, I happened to mention that I need someone to take the “East Valley” seriously, and he mentioned he would like to do that. Ken Baker has been working at My Wine Cellar for over 10 years. He will be responsible for the East Valley, with the exception of a few accounts that Stanley will continue to maintain.

### **Varietal of the Month – Barbera**

Barbera (bar berra) hails from the Piedmont area of Italy. Piedmontians drink Barbera the way Tuscans drink Sangiovese and Chianti. Scott Harvey tells me Barbera is the grape that should be predominant in Amador County, part of the Sierra Foothills area. He says that because Piedmont is a foothills area. (Piedmont: Pied, pedestrian, pedal, there is definitely something afoot here; Mont, mountain, Monty Python...of course Piedmont means foot hill.) There it is in the foothills of the Alps. Scott should know that Barbera grows in Amador, since he has spent a career growing it and making wine from it. And what great wine it is. Medium bodied, red, fruity, round, feminine and great with food – Italian food perhaps.

Orangewood carries Barbera from:

**Boeger Winery**, Placerville, El Dorado County  
**Il Cuore Wines**, Lake and Mendocino Counties  
**Scott Harvey Wines** (surprise), Amador County  
**Young's Vineyard**, Amador County

### **Rambling**

Feeling a lot like one of the Duke of York's 10,000 men, I am running up and down New River Road in the rain. Why, you might ask, and I would start to ramble. My son, Julian, had a seminal moment as he approached 40 years old. He and his friends decided to run half marathons in every state before they got to be 50 years old. In a moment of madness on my part, I agreed to join them on one of the runs. As training I have been running due west across Cave Creek – usually dry – and keeping going for increasing distances, made easier by the 8 streets to a mile layout of most of the Phoenix area. However, we have been receiving more than our usual amount of rain and Cave Creek is actually flowing. My alternate is to stay on the 0.9 mile section of road we live at the bottom of. Here I am wearing a Nello's baseball cap that Geno gave me and rain gear purchased for Colorado rafting trips. (Product placement opportunities are available - call me.) As I turn at the top of the road the collection of hills called “The Seven Sisters” is in front of me. I can count the peaks – I see six. I am doing 11 minute miles, which allows me to stay aerobic and I could keep this pace going for ever. My hope and plan for the race itself in a couple of weeks is to keep it going for about 2 ½ hours. My goal is finishing. Half way back I can pick out another peak on the hills. It's the one Laurie and I hike when we are feeling energetic. After 9 miles – which is 5 up and 5 down I still feel like one of 10,000 and when I am up I am up and when I am down I am down...

What has this got to do with wine distribution? Not too much, but I am indirectly trying to convey the thought process for the current economic climate. Survival! We are not trying to break records, but we have and will continue to stay the course. No rocket science, just good customer service and supplier relationships. We will survive, sounds like a cue for a song...

The Rambler rambles on...

Cheers,

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