

**Subject:** Oranewood Wines Newsletter - Volume 3, Issue 38 - May 13th, 2010

**Sent:** Thursday, May, 13, 2010, 10:25 AM

## Introduction

I'm trying to avoid having the introduction be the place where I have an excuse for why the newsletter did not appear in April. The dog didn't eat my first draft, the internet played no part in my tardiness...I guess I was having too much fun. This wine business stuff is so tough.

I started getting calls about loss of representation of particular wines and would I bring them in. In several cases the answer is rolling along from California in a refrigerated truck as I type...

## Box Score

New Restaurants:	2
New Retail/Wine Bar Outlets	0
New Wineries	5
New Sales Consultants	1

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## New Restaurants

### [5th and Wine](#)

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### [The Herb Box](#)

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## New Sales Person – Alyssa Howell

Alyssa hails from Seattle. She went to school at the University of Arizona in Tucson, where she learned it doesn't have to rain every day. As someone who enjoys the outdoors, she likes it here. She became a wine enthusiast and has been in the wine business for some time, selling wine for one of our competitors. Alyssa brings her love of wine, her professionalism and her Rolodex to Oranewood. She will be maintaining many of the customers she already knows and looking for new ones in the vicinity of the Camelback corridor.

## New Wineries

### [Balletto Wines](#) – Sebastopol, CA

John Balletto started farming in the Russian River area in 1977. In 2001 he started making wine, too. Reasonably priced, well made Russian River Chardonnay and Pinot Noir is a good description. The wine label depicts an ancient plough and ploughman reminding everyone of John's roots. This winery was one of the favorites of the gone-but-not-forgotten distributor Arizona Vines. Balletto Chardonnay is the favorite of one of our customers.

**Dutch Henry Winery** – Calistoga, CA

Established in 1992 on the east side of the Silverado Trail a few miles outside Calistoga, this winery has long been known for great wines, fun hosts and friendly dogs. Laurie and I were members of their wine club back in the day. We still have a couple bottles from the early years in the cellar.

**Graziano Family of Wines** – Hopland, CA

Greg Graziano has a family of wines, each with their own focus. With a range of varietals available, organizing them into groups makes a lot of sense. Saint Gregory focuses on Burgundian wines - in particular Pinot Noir. Enotria's mission is Piedmontian style wines, with Dolcetto our favorite. Monte Volpe aims at the Tuscan style, with Primo Rosso and Primo Bianco being the most popular. Finally, Graziano produces bold wines, like Zinfandel, from home – Mendocino County.

**M. Autumn** – Boonville, CA

Ryan Hodgins is the winemaker at acclaimed Breggo Cellars and Molly Hodgins is the viticulturalist and vineyard manager at the esteemed Chehalem vineyards. Together they've started a family – a daughter Maggie (Margaret Autumn) and a wine business. They're currently making Sonoma Coast Pinot Noir and Napa Valley Merlot while keeping their day jobs.

**Truffle Patch** – Willamette, OR

This whimsical name is on the label of some nicely made Pinot Noir from Oregon's Willamette Valley. Arizona residents Nader and Laurie Nadershahi had watched a long time Arizona wine dude and drinking buddy, David Fish, move to Oregon and start a small winery there. Somewhat envious, they co-opted David into helping them do the same thing. They bought grapes, hired Joe Dobbles to turn it into wine, and Bob's your Uncle.

**Wine Varietal of the Month – May return next month**

## **Rambling**

May is when the temperature in southern Arizona starts to soar. We've had a couple weeks with temperatures in the 90's and this is a signal for the snowbirds to migrate north and for the wine trade to hunker down for the summer sales drought. In theory, this is when we should all be in perfect financial shape to survive the summer battering. This is the time for those in the wine industry to review what they are doing. I don't know if that is why one of our competitors decided to go out of business in the last few weeks, but it would make sense. If you are under water now, the next three months is only going to add to the depth.

From my perspective this gives us opportunities to hire sales people, represent wineries already established and look for placements that will be coming open from those wineries without ongoing representation. We are doing all three of these things, but mindful of not putting our business at risk.

I was talking to one of the partners of the former business and he was asking how I shipped wine from the East coast. "I don't," I told him, "it's too difficult." "But the importers have such great wine," he said, "...however you are still in business."

When in corporate America, I had a sign on my wall "Strive for Simplicity". When I left I was given a card case with that inscribed on it. I brought that concept along to the wine business.

The Rambler rambles on...

Cheers,

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