

Orangewood Wines

Small Wineries, Great Wines

Orangewood Wines' Newsletter

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Introduction

Last month I was hoping that October would provide an insight into what is happening with the economy. I guess it did. Before the "Great Recession" I saw a big dip in sales, so this became a leading indicator of what was to come. In the first half of this year we were showing solid year over year growth, and it seemed that we were headed out of the recession at full speed ahead. In the second half of the year, however, we have been pretty even with last year. October continued this trend. What does this mean? We are not seeing pedal to the metal growth, nor are we headed for the second dip. Instead we will be doing our best to accelerate with 3 cylinders firing. It could be worse. The season is upon us. Happy Thanksgiving!

Box Score

New Restaurants:	4
New Retail/Wine Bar Outlets	1
New Sales People	0
New Wineries	1

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Salesman Emeritus – Jim Wallace

Jim Wallace started selling wine for Orangewood Wines in 2007. With his lifetime in the wine industry, in one role or another, he has been incredibly helpful to Orangewood Wines as we have continued to grow. Recently, Jim has been having significant pain from an old back injury. He realized that he was spending more time worrying about MRIs and painkillers than selling wine. Jim decided to hand off his accounts to other sales people and focus on getting better. Not willing to let Jim escape easily, I happened upon the word Emeritus, which, when

associated with a job title, means that they do nothing related to that job. Jim Wallace, Salesman Emeritus, welcome to your new position.

New Restaurants

Fleming's Prime Steakhouse & Wine Bar

9712 West Northern Avenue
Peoria, AZ 85345
(623) 772-9463

Mattina's Ristorante Italiano

318 East Oak Street
Kingman, AZ 86401
(928) 753-7504

Troon Country Club

25000 North Windy Walk Drive
Scottsdale, AZ 85255
(480) 585-4310

Union Public House

4340 North Campbell Avenue, Suite 114
Tucson, AZ 85718
(520) 329-8575

New Wine Stores/Wine Bars

Fry's Cellar Store

4707 East Shea Boulevard
Phoenix, AZ 85028
(480) 367-3940

New Winery – Veritas Ridge

Deo Rampertab is the owner and driver for this Sonoma winery. While Deo has a day job as a Podiatrist in Phoenix, he also finds 16 hours a day to devote to his winery. Whether it is walking vineyards with his wine makers or tasting wine with his wine club members in Phoenix, Deo is everywhere and doing what is needed to make this 5 year old winery successful. His portfolio includes a stunning Merlot as his flagship, with Chardonnay and Zinfandel coming along nicely, too. Deo realizes that running faster is not sufficient to allow him to grow, and we have agreed to help.

Wine Terminology of the Month – Hints on Taste

We have in previous months talked about colour and aromas. Now we get to talk about what happens when you take a sip. This is the "Taste" part of the

process. Physiologically there are but four tastes that your tongue can distinguish: sweet, tart, bitter, and salty. However, aromas carry over from sniffing, and they get to your nose via the back of the throat. Wine also has important tactile sensations in the mouth.

Sweetness indicates the presence of sugar; absence of sugar is called dryness. Sugar is a basic ingredient in the wine making process. It is fermented to become alcohol. Stopping fermentation early leaves some natural grape sugar in the finished wine. This is called Residual Sugar (RS), which is expressed as a percentage in technical data. Wines without any detectable residual sugar are dry ($RS < 0.1\%$). Almost all reds and most whites fall in the dry category. So do some sparkling wines. Wines with perceptible amounts of residual sugar range from slightly to super sweet. Many white table wines, pink, and sparkling wines fall in the slightly sweet or off dry category ($RS \sim 1\%$). Some whites and most dessert wines are extra sweet ($RS > 5\%$)

Tartness is another term for acidity. Grapes, and thus wines, have a natural proportion of fruit acids - about the same levels as pears and apples. Too tart is sour. Not tart enough is flabby, or cloying. In many wines, residual sugar and acid play against each other to establish a pleasing balance, hence the expression "Well Balanced". As a rule of thumb, sparkling wines and whites have the highest levels of acidity, but by a very narrow margin over reds. Dessert wines are typically lower. Acidity is expressed as pH - a number with neutral (water) as 7 and smaller numbers indicating increasing acidity. Wines are typically 3 point something pH. Total Acid is a second measure, usually expressed as grams per liter.

Bitterness comes from the tannins found in the skins and seeds of grapes. These are the same mouth-puckering compounds found in tea, spinach, and other plants. They are also a source of color in fruits and flowers, hence, tannins are strongest in red wines, least strong in whites. Tannins are also low in dessert and sparkling wines.

Saltiness is not present in wine so the ability to detect salt is not exercised by wine tasting. However, notice the impact on perceived sweetness of a wine before and after eating something salty. This, of course, opens up the whole realm of how wines taste with food. Enjoy!

Rambling

Perhaps it's because Don, a former colleague from Honeywell, recommended reading the Steve Jobs biography, that I started thinking about the early Macintosh personal computers. I remember that the manager of the group I was in at the time decided we should all have one - so we did. They were lots of fun. One cute feature, specifically, comes to mind: The Talking Moose. This was a little animated figure that would pop up from time to time and say something sublime or ridiculous. An example: If at first you don't succeed, sky diving isn't for you. You could also ask it to say things. Mary Ellen, the group secretary, got it to pronounce my name correctly. I found that updated versions exist for both Apple and Microsoft environments. I downloaded the free application and have it installed on this machine. "This machine" being mine, not

the one you are sitting at and might reasonably be thinking of as “this”. So, if you every wonder how to pronounce my name, install a talking moose and ask it to say “cawls”. What else are you planning to do this weekend?

The Rambler wishes you a Happy Thanksgiving...

As do Richard (newsletter writer), Laurie (editor) and Jim Wallace (another writer and editor)
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