

# Orangewood Wines

*Small Wineries, Great Wines*

## Orangewood Wines' Newsletter

Volume 4 Issue 18 April 21, 2012

### Introduction

The weather in Phoenix is unseasonably warm, the forecasts say we are about to have our first 100F degree day this weekend. We expect to be seeing temperatures in the 80's at this time of year. Our black Labrador, Dizzi, is delighted that it is swimming season again. In Yuma you would think they would be heading for the Sauvignon Blancs, Pinot Grigios and Rosés. Instead they head for the AC, set it low and grab a case of Cabernet Sauvignon. Fortunately, we have a case or two available for them.

### Box Score

New Restaurants:	2
New Retail/Wine Bar Outlets	1
New Sales People	3
New Wineries/Importers	0

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### New Restaurants

#### [Haus Murphy](#)

5739 West Glendale Avenue  
Glendale, AZ 85301  
(623) 939-2480

#### [Josephine's](#)

503 North Humphreys Street  
Flagstaff, AZ 86001  
(928) 779-3400

## **New Retail Outlet**

### **Tom's Thumb Fresh Market**

9393 East Bell Road  
Scottsdale, AZ 85260  
(480)513-8186

## **New Sales People**

### **Chris Crain**

Laurie and I have hiked the Grand Canyon many times, and Chris is part of the group we go with. Chris has been a reader of the newsletter for a while – most of the Grand Canyon hikers are – and has enjoyed the summaries that appear when we hire new sales people. She suggested that her background as a school psychologist was not very “winey” and instead offered that she has enjoyed eating all her life and has enjoyed drinking wine almost as long. We think that her thoughtful approach to wine tasting is a good start to communicating her enthusiasm to our customers.

### **Brian Ford**

Chef Brian became familiar with Orangewood Wines in 2004 as Executive Chef at Quiessence Restaurant at The Farm at South Mountain. In 2006 Brian opened Madelyn's Restaurant and Wine Bar in Anthem and continued to serve many of the wines in our portfolio. Brian has a knack for remembering all the wines he has tasted as well as a chef's mastery of flavours. We feel this is a great foundation for presenting our portfolio to prospective customers.

### **Scott Sullivan**

Scott has a day job in telecommunications, but he has been planning a career shift to the wine industry when he retires. For the past few years he has worked as a consultant to Alcantara Vineyards in the Verde Valley, and has been a judge in regional competitions. He is a "Certified Winemaker" from the University of California at Davis and has his "CSW" from the Society of Wine Educators. Scott is currently working on his Level II Sommelier Designation from the Court of Master Sommeliers, and now has put a toe in the wine distribution business. He is located in Prescott and will be responsible for an account or two in that area.

## **Wine Topic of the Month – Logistics**

The obvious task of a distributor involves moving stuff from one place to another. I don't generally talk about it because we try to give the illusion that it all happens by magic. Our job is to ensure that we always have the wines that our customers want at the moment they decide they want them. Mostly, we manage to do that without having a massive inventory. It's the old story: given enough money and space it's easy to have lots of everything all the time, but that would be poor use of money. There is a skill to ordering appropriate quantities of wine at the right time, one that we have learned over 11 years. In Arizona we are fortunate to be pretty close to California – the state with the most wine production. However, our problem for most of the year is that it's too hot to use regular trucks to ship wine. From the very beginning, Orangewood has always insisted on end to end refrigeration for transportation of wine. The trucks picking up from the wineries' storage must be refrigerated. The warehouse where we consolidate our shipments must be refrigerated, the semi bringing our shipment must be a "reefer" and, finally, our deliveries are in refrigerated vans. All this adds to the expense of moving wine from one place to another, but it is all part of the magic.

## **Rambling**

When I started writing newsletters in 2001, I had no clue that I would still be writing them 11 years later. There are now, with this one, 130 newsletters that are all archived on our website. I realized that trying to find something in the newsletters was quite difficult, so sometime last year I undertook reading all of them and recording the significant content. That effort is now complete and on our website – [Click here](#). I have to say that the quality of the newsletters is quite variable so I don't recommend you try to do this yourself. However, some of the topics are entertaining, so when you are wondering what to do during the 7<sup>th</sup> Inning stretch, take a glance at the topics to see if something might be interesting. For example, if you were wondering about rosé wine, there was a discussion that Jim Wallace and I wrote in July 2009 ([Click here](#)). Or perhaps you wanted to know where in Santa Barbara that Mexican restaurant is that the celebrities go to. I was there in 2006. ([Click here](#)). Or maybe you want my favourite chuckle from 2008 ([Click here](#)). Enjoy!

The Rambler rambles on...

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