

# Orangewood Wines

*Small Wineries, Great Wines*

## Orangewood Wines' Newsletter

Volume 4 Issue 19 May 21, 2012

### Introduction

Mothers' Day is behind us, so in Arizona our customers hunker down for the long summer by lowering inventory levels and improving their cash flow. We have learned to do that earlier, so that, in general, our inventory has been dropping and our purchases are smaller and less frequent. Of course, pretty soon we will need to be ahead of the curve again, as we forecast the return of the snow birds and school back in session.

### Box Score

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

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### New Restaurants

#### [Chef Bryan's Bistro](#)

436 Goodwin Street  
Prescott AZ86302  
(928)445-5431

#### [Antelope Point – The Sandbar](#)

Navajo Route 22B  
Page, AZ 86040  
(928) 645-5900

## **New Sales Person – Jennifer Lonergan**

Jennifer Lonergan has decided to sell wine for Orangewood. Previously, she was a manager at Houston's in Scottsdale, where her duties included overseeing the wine program. Jennifer has been in the hospitality industry since she was 14 years old. She attended the University of Wisconsin-Stout, where she graduated with a degree in Hospitality and Tourism Management. Overall, Jennifer is bringing a wealth of experience and knowledge of the customer's viewpoint.

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

A few days ago the 200th issue of the Wine Advocate showed up in my mail. Robert Parker wrote #1 in August 1978 and has published 6 a year since then. I like the Wine Advocate because it has no advertising in it. It's just lots of densely packed ratings and comments about wineries and their wines. This contrasts with other critics whose assessments are alongside advertisements. It makes the publisher at least a little conflicted.

There are a few super star wine critics; the wine industry loves them or hates them. I take a view that they are like film critics. They are giving you their judgment on something. Your job is to calibrate that opinion and decide whether you take them at their word or if you disagree with them. There are film critics who recommend movies I will never watch. Their recommendation is helpful to me now that I have them calibrated. I think it's Parker who said that the wine critic is providing a consistent year after year evaluation of wines. The key is consistency. A friend of mind said that he (or she) does not care for wines that Parker rates above 90 points. Instead they look for ones rated 88-89 points and, as a result, find interesting wines to try. Perhaps more important, but usually ignored, are the commentaries that the critics provide. This is where you learn that a wine is "overbearing" and should be drunk starting in 2016. Not necessarily what you want for a light aperitif beside the pool this afternoon, even if it did get 89 points. In addition to Magazines aimed primarily at wine, there are also weekly columns in most newspapers, video reviews from web wine stores and independent wine bloggers. If you are interested in particular winery or wine, search engines will get you to all of these opinions. As I said before, it's your job to decide how to utilize this information.

## **Rambling**

Here in Cave Creek, Arizona, spring is well sprung. The appearance of the bright yellow flowers on Palo Verde trees has given way to the more subtle violet/pink of the Ironwood trees, supplemented by the Saguaro cactus blooms, appearing mostly at the tips of the arms these massive plants. On the nose there is some smokiness from the beginnings of the wildfire season and a hint of orange blossom wafted from the Valley of the Sun citrus groves. On the palate is a little dust - it has been a dry season so far. The finish is escaping me, which is what I should be doing myself.

The Rambler rambles on...

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