

Orangewood Wines

Small Wineries, Great Wines

Orangewood Wines' Newsletter

Volume 4 Issue 2
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Introduction

Reading the tea leaves of the economy is tricky at best. I am looking for signs not just of economic growth, but also the beginning of "The Season". In Arizona, the season usually starts to move when schools start, families are home and parents need to drink. Then it really starts when the temperatures drop into the 80's and it snows in the Midwest prompting the snowbirds to return to their winter residences. Are we there yet?

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New Restaurants

25 Degrees Restaurant

5415 East High Street, Suite 127 (City North)
Phoenix, AZ 85054,
(480) 502-1125

Crust Pizza & Wine Cafe

6989 North Hayden Road
Scottsdale, AZ 85250
(480) 948-3099

Flagstaff Brewing Company

16 East Route 66
Flagstaff, Arizona 86001
(928) 773-1442

Forest Highlands Golf Club

657 Forest Highlands
Flagstaff, AZ 86001
(928) 525-5200

Rare Earth Pizza and Wine Bar

28190 North Alma School Parkway
Scottsdale, AZ 85262
(480) 513-6252

Sullivan's Steakhouse

1785 East River Road, Tucson AZ 85718
(520) 299-4275

Talking Rock Ranch House

14503 N. Talking Rock Ranch Road
Prescott, AZ 86305
(866) 433.4220

Tinderbox Kitchen

34 South San Francisco Street
Flagstaff, AZ 86001
(928) 226-8400

New Retail/Wine Bar Outlets

Plaza Liquor

2642 North Campbell Avenue
Tucson, AZ 85719
(520) 327-0452

Ted's Country Store

2760 N Tucson Boulevard
Tucson, AZ 85716
(520) 325-3122

Weber's IGA

100 Verde Valley School Road,
Sedona, AZ 86351

Wine Styles - Flagstaff

2500 South Woodlands Village Boulevard, Suite 27
Flagstaff, AZ 86001
(928) 226-8565

New Wineries

I get more calls and emails asking us to represent wineries than I can reasonably deal with. How did the following places get past the screening? I try to answer that question for each of these places.

Halter Ranch Vineyards is located in Paso Robles, California. While the property dates back to 1885, its beginnings as a winery are in 2000. Their tasting room opened in 2005. This certified sustainable vineyard and winery is worth a visit. This winery was first suggested to me by Doug Beckett of Peachy Canyon. I was disappointed not to be representing him after the demise of a Paso Robles oriented distributor and he pointed me in this direction.

Victor Hugo Vineyards and Winery is also located in Paso Robles. Victor Hugo Roberts and his wife Lisa started planting in 1985 for their winery. They continue to operate the winery themselves, producing hand crafted elegant wines. Bill Arrowood is a fan of the winery and also a friend of our sales person, Lisa Salazar. He brought along the wines and his enthusiasm to a staff meeting. We appreciated both.

Tres Sabores translates to Three Flavours which come from the Terroir, the Grape Varietal and the Winemaking. Ali Amundson, owner of the **Uncorked Wine Bar**, was there recently and begged me to bring in their red blend ¿Por Qué No? Why not, indeed?

Vinilandia is an importer of Italian wines. After the importer that we had been dealing with went out of business, we have been on the lookout for a replacement. One week, not only did I get email from the Sicilian winery

[Tola](#), but also got a call from Mike Liroy in Tucson who felt Tola should be available in Arizona. Tola has the best Nero d'Avola any of us had ever tasted; I understand why Mike is interested. Vinilandia is their importer. We will also be introducing another of their imports: [Casa Liliana](#). They have a line of "Good Wines".

New Sales Person - Paul Geyer

Paul spent most of his life in the Detroit area working in the auto industry. He managed to escape the industry a few years ago and owned and ran a personal training studio. Then he escaped Michigan. He moved to Arizona and has studied wine and is a qualified wine specialist. Professionally he is exploring both retail and wholesale aspects of the wine business. He will primarily be working in Central Phoenix.

Wine Terminology of the Month - Corked Wine

What is corked wine? The short answer to this is that the wine may contain one or more chemicals that make the wine taste bad. There are several things that can cause a wine to taste bad, but TCA (2, 4, 6-Trichloroanisole) is the major culprit. This chemical can come from a number of places, but the predominant source is cork. Hence the expression "corked".

Why does cork have TCA in it? The cork has fungi in it, many different types. Some of these fungi do good things to the cork like make it more pliable; some or all of them may also produce TCA. How much TCA is in a bad bottle? Not much. Some people claim that they can detect 1 part in a trillion, but most of us require a bit more than that like 5 to 10 parts per trillion. How much is that? Here's how much: If I take one drop of TCA with an eye dropper and put it in a wine bottle, fill the rest with water, mix it up and take one drop from that put it in a second bottle mix it with water, then I take a drop from that and put it in a bottle of wine, it will have about 6 parts per trillion of TCA in the wine. Technically this is less than a smidgen.

And how does it taste? Hopefully you won't get to taste it! It's how it smells that is the dead give away. Dead giveaway! Ha! It took me years before I could detect it. The nose is not floral or fruity; it's typically described as cardboard or wet dog. What do you do if you think you have a corked bottle of wine? At restaurants it is usual for the person who orders the wine to be offered to test a small amount to start with. If you are not familiar with the wine it is very difficult to spot corked vs. very dry and tannic. None the less, when you sniff the wine and you are concerned, ask the server for their opinion, unless the server is the sommelier; they will find someone else to help. This is not a macho game; both you and the restaurant want you to have a great experience, and drinking corked wine is no part of such an experience. The restaurant will be happy to replace the bottle and the winery will pay for the replacement. What is not a good idea is to drink the whole bottle and then tell the server it was bad. It will likely still be replaced, but I look askance at being asked to replace an empty bottle. Similarly for wine you bought at a store, if it is bad take it back - but take back most of the bottle, only a little should be missing.

How much wine is bad? It is reported that 2 - 6 percent of wine is corked. The real problem is that "corked" is not black and white. While a laboratory, and a very few people, can detect one part TCA in a trillion, that level does not affect the wine for the rest of us. When it is up at 10 parts per trillion, we are all wondering what the winemaker was thinking. Back before Laurie and I were in the wine business we had a favorite red wine. We had some bottles ready for a party. We opened and poured the first bottle it was good, the party was starting to warm up. Second bottle was opened and, Oh! My! God! - it was wonderful. The aroma was so alive, the taste so fruity. The first bottle had been just a little dulled by cork, but not so much that we noticed until it was side by side with the second bottle. How many times have you bought a bottle and thought it was OK, but I won't buy it again? The winery has lost your business forever - and that's why there is a push from those in the wine industry to move away from cork.

Rambling

I have been struggling with this notion of Social Media. I know it's the biggest thing since fermented grape juice and that everyone has a Facebook account. Even I have one. However, if everyone uses it as effectively and usefully as I do, this may turn into the biggest flop since the official dotcom bust. However, the pundits are convinced I am wrong, so we will continue to put "stuff" out there to see if anyone salutes it. I have asked our sales people to put information about any tastings they are about to conduct on the "Orangewood Wines" wall. If there is other stuff besides spaghetti you would like us to throw on the wall, let me know.

What we are doing that I think is helpful to our customers (restaurants and wine stores) is providing fast access to some basic facts about the wines that we have available. A few words about the winery, a little about the vineyards, winemaking and technical data. Even a little description of how the wine tastes. We glean this information from our suppliers and their websites and try to funge (I'm trying to make a verb out of fungible) it into a somewhat consistent one page format.

These descriptions are available by going to:

<http://orangewoodwines.com/what-wines.htm>

Enough already...

The Rambler rambles on...

Contact Information

Richard (newsletter writer), Laurie (editor) and Jim Wallace (another editor)
Orangewood Wines
480.488.4794 or 602.410.3774
www.orangewoodwines.com