

Orangewood Wines

Small Wineries, Great Wines

Orangewood Wines' Newsletter

Volume 4 Issue 20 June 22, 2012

Introduction

The summer solstice is past. The days are getting shorter. Why is it that I'm not feeling chilly? June is actually the month when we get our hottest temperatures. I remember my mother visiting when we hit 122F – a record for Phoenix. This is possible because there is not much moisture in the air allowing it to heat up and cool down rapidly. But it's a dry heat. Must be time for a...

Box Score

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

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New Restaurants

Del Frisco Grille

<http://delfriscosgrille.com/phoenix>

2425 East Camelback Road, Suite #110

Phoenix, AZ 85016

(602) 466-2890

Jonathan's Cork

<http://www.jonathanscork.com>

6320 East Tanque Verde Road,

Tucson, AZ 85715

(520) 296-1631

New Sales People – Peggy and Alex Ham

Peggy and Alex both worked for Southern California Edison before moving to Flagstaff to open a WineStyles store. Despite the Great Recession, they have been, and continue to be, successful with that venture. Earlier, Peggy honed her customer service skills at The Old Hickory in Glendora, California. They will be working wine sales as a tag team, taking over the accounts that Cecilia had and adding to them.

Wine Topic of the Month – Own Labeled Wine

When I was in the corporate world I had a sign on my wall that said “Strive for Simplicity”. In the product development world more and more bells and whistles complicated implementation and use. I was one of the few people who wanted to take things out of specifications – it was generally easier to say yes to everything.

Recently, Jim Wallace suggested that we should have our own label. The idea is that lots of wineries have wine that they don't know what to do with and they sell it by the gallon. This might occur when a winery has higher than planned yields from their vineyards. They make it all into wine, but at the end of the process there is more wine than they need. Buying wine this way allows people like me to become more like a négociante. It would allow me to make more profit on those wines. I remember way back when I tried doing some of this. I worked with a winery to have a wine that would work for one of my customers and then worked with the customer on a label that would work for him. The customer would get his own labeled wine. I didn't try to get a COLA (Certificate of Label Approval) but I have had the pleasures of working with that branch of what used to be the Bureau of Alcohol Tobacco and Firearms. The customer in question clarified his own thinking. He said that he puts his name on his restaurant and the food produced there, he expects the winery to put its name on the wine.

So should I be having my own label? Currently we promise the wineries we represent that we will try to sell their wine. If we had our “own wine” that had a bigger margin would we be trying harder to sell that? Would that dilute our promise to suppliers? I don't know the answer to either question, but I do see a conflict of interest and a step away from my motto of “Strive for Simplicity”.

Rambling

Back in High School I learned about power - horse power. One horse power is 550 foot pounds per second. That is, a one horse power motor can lift 550 pounds one foot in a second. I recall that an actual horse may not be that powerful. Given that and a calculator I found that if you raise 200 pounds one mile in 5 ½ hours you need a motor of a tenth of a horse power. Why would I run these numbers through my calculator, you might ask? And if you did, my answer would be that the Bright Angel Trail from Phantom Ranch to the South Rim of the Grand Canyon is approximately a mile elevation gain. 5 ½ hours is what Laurie and I took to make this climb last month. 200 pounds is what I calculate that I, my pack, 5 quarts of water and an empty wine bottle weighed. An empty wine bottle you ask? (Glad that you are paying attention.) The problem with Phantom

Ranch is that their wine selection leaves something to be desired, so for those of us who would like more than plunk, we get to carry some down – but we also have to bring the empties back up. Trash pick up is available only at the top. For this hike we had wines from Ahnfeldt, David Girard, Dutch Henry, Frank Family, Mantra, Tres Sabores and Veritas Ridge. Powerful stuff.

The Rambler rambles on...

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

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