

# Orangewood Wines

*Small Wineries, Great Wines*

## Orangewood Wines' Newsletter

Volume 4 Issue 21 August 11, 2012

### Introduction

Every year it seems that I skip one month of Newsletter writing. It turns out that July was the month this year. This was despite Jim Wallace's contribution of the Topic of the Month this month. July is our slowest month each year. I always hope for better, but all the people who drink our wine are off on a summer vacation with their kids or to their summer homes. It's now August, school is in and it won't be too long before summer home temperatures drop enough to prompt a return to the winter home.

### Box Score

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

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### New Restaurants

#### Jake's on the Green

Continental Country Club  
2380 North Oakmont Drive,  
Flagstaff, AZ 86004  
(928) 526-5125

### New Wine Stores/Wine Bars

#### My Little Wine Shop

Abineau Lodge B & B  
1080 Mountaineer Road,  
Flagstaff, AZ 86001  
(928) 525-6212

## **Wine Topic of the Month – Sauvignon Blanc, according to Jim Wallace**

Sauvignon Blanc is one of the more interesting varieties of wine grape. Grown in Region I (cool) vineyards. Sauvignon Blanc wine is acidic, pungent, grassy, medicinal (eucalyptus) and just overwhelmingly vegetal. Grown in progressively warmer vineyard blocks, from low II regions through high III (warm), the flavor loses a great deal of that grassy, 'veggie' character in favor of a wonderful melon-like and figgy fruitiness. Comparing Sauvignon Blanc wines grown in various climatic regions, from cold to warm, never fails to remind me of a grotesque worm becoming a beautiful butterfly. Going even further, when grown in the still warmer Region IV, Sauvignon Blanc loses most of its fruitiness and becomes 'just another flavorless, rather flat, ordinary white wine.' Little, perhaps none, of this variety is grown in the hottest parts of Region V. If it were, the unfortunate grower should expect considerable sunburn on his otherwise flavorless fruit. He'd better hire a used car salesman to sell it -- even to the distilleries

With so many wineries producing so many different styles of Sauvignon Blanc wine from so many different climatic regions, the consumer frequently becomes confused. One wine is grassy and herbaceous; another is quite fruity. The consumer doesn't know what to expect, so he/she picks up a Chardonnay instead. I confess a love-hate relationship with the Sauvignon Blanc grape and its wines. I can think of nothing worse than to smell (or drink at gunpoint) the pungent, grassy character of a Region I Sauvignon Blanc. I prefer Sauvignon Blanc from warm climate vineyards. By contrast, many competent wine drinkers, especially in New Zealand, but elsewhere as well, have come to fully enjoy and appreciate the flavor of cooler climate Sauvignon Blanc wines. Their taste is exactly opposite to mine in Sauvignon Blanc - liking the cool climate wines very much while disliking the warm climate ones. Who's correct? Both! (Editor's note: I enjoy both.) Everyone is correct if they follow their own taste.

## **Rambling**

July, as I mentioned in the introduction, is the slowest month of the year for us. It must be for others too, because July seems to be "time to find a wine distributor" month for wineries. Every day it seems that I have an invitation to represent another winery or to get an all expenses paid trip to New York, Miami or Bologna (I am not making this up) to taste wines from some country or region. Some of the invitations are from large wine producers and are not of interest. Some of the others I try to evaluate, perhaps exchanging emails and phone calls. I try to ensure that we are on the same page. Not all wineries understand when I say we don't sell wine! I do have to explain that we present wines to our customers and allow them to buy if they (a) like it and (b) feel that it will work for their customers. If all the preliminaries seem to fit, then I arrange to get some samples and schedule tasting with the Orangewood sales team. We meet every Monday for training on our portfolio and evaluation of candidate wines. Unlike the tasting professionals, we are unable to evaluate dozens of wine, so we limit ourselves to 10 –12 wines. Our job is to understand what our customers might like; we are not, in general, trying to be ahead of the trends in wine. Arizona is

something of a laggard with respect to wine fashions. The team is pretty frank about what they think should or should not be added to the portfolio. They know who will be out there presenting the wine! All this to say that you might expect to see 2 or 3 new wineries showing up in our portfolio over the next little while.

The Rambler rambles on...

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