

# Orangewood Wines

*Small Wineries, Great Wines*

## Orangewood Wines' Newsletter

Volume 4 Issue 25 December 30, 2012

### Introduction

This is a retrospective Newsletter; we had no new anything in the last month. We are celebrating the 12 year anniversary of the conception of Orangewood Wines, which is the topic of this month. Meanwhile, as we close out the year, we know that once again we survived, once again we grew a little, once again we are proud of the wines and service we provide.

Best wishes to you all in 2013!

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### Wine Topic of the Month – Wine Distribution

It was just before Christmas 2000. Laurie and I were visiting Vino Noceto to buy wine that could no longer be shipped to Arizona. Jim Gullett was there to sell us the wine, treat us to some barrel tasting, and suggest that we distribute Vino Noceto wines in Arizona. Sounded like fun. In the spring of 2001 we finally got our licenses, warehousing and shipping sorted out so we could legally sell a bottle of wine. Actually, we shipped 2 bottles on June 4, 2001. We delivered wine 20 times that year. This year we made 3,600 deliveries. At the other end of the supply chain, we made 6 purchases and received 4 shipments in 2000, compared to 175 purchases and 42 shipments in 2012. In general I keep the logistics well hidden from everyone - who cares what we have to do to be able to supply wine to our customers? It is our job to keep stock in the warehouse, make sure the wine is kept cool there and along the way from the wineries and during delivery to our customers. In theory that is all a distributor does – and there are some that do only that. For that reason, I prefer to refer to ourselves as Wholesalers. The difference is that we take responsibility for selling the wine to our customers. We ask our wineries to teach us how to sell their wine, but we put much of our effort into developing relationships with customers; so that when we have a wine they may be interested in, we can take it along for their consideration. We also have relationships with our wineries. We like to know what is happening at the wineries; for example, information about new varietals or blends that are going to be available to us allows us to be prepared when that happens. Similarly, we want to know if something is going to be discontinued, so we can take steps to avoid surprising our customers. Our ideal is when we have a consistent quality and price wine that we supply year after year to customers

who like it. These are perfect placements, and we have some going back 10 years. Long ago a customer said that he didn't like to have boutique wines on his menu because they ran out and he had to change. He is one of those who has had one of our boutique wines on his list for 10 years. To achieve this continuity of supply requires good communication with the customer and with the winery. It's part of our job. Isn't that simple!

## **Rambling**

The end of 2012 is upon us. We will all start trying to figure out how to write 2013 on our checks and wondering what happened to 2012. We hope you had safe and happy holidays and that you have a little energy left to welcome the New Year. This is the time when I get to apologize for not sending out "Season's Greetings" cards. I thank all of you who sent us one.

The Rambler rambles on...

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