

# Orangewood Wines

*Small Wineries, Great Wines*

## Orangewood Wines' Newsletter

Volume 4 Issue 32 September 16, 2013

### Introduction

As I mentioned last month, July is the slowest month of the year. August is about 5% better than that, historically. It seemed that some irrational exuberance occurred among wine buyers, because we did more than 50% better in August than July. September is, so far, more in line with historical norms, hence my view of the irrationality of August. Of course, I cannot actually determine whether the blip in August was an overall trend or due to other factors, such as the irresistible persuasiveness of our sales people or the disappearance of our competition for the month. Whatever, we are declaring summer over. In Cave Creek (the nerve centre of Orangewood Wines) we have not had temperatures over 100F in a week. Cool! (No pun intended – right.)

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### New Restaurants

#### [1899 Bar and Grill](#)

307 West DuPont Avenue  
Flagstaff, AZ  
(928) 523-1899

#### [Crust Pizzeria and Ristorante](#)

4727 East Bell Road,  
Phoenix AZ, 85032  
(602) 494-1000

#### [Top of the Rock Restaurant](#)

2000 Westcourt Way  
Tempe, Arizona, 85282  
(602) 431-2370

## **Wine Topic of the Month: Tale of Two Gregs**

When asked which of our wineries are our favorites, it's difficult to answer because they all are. They all have special things about them. I was thinking about two interesting wineries that we represent. Both are owned by a Greg and both have been around for a long time.

Greg Boeger is part of the Nichelini family, who started a winery in Napa in 1890. Because he was not the oldest son, he did not inherit anything. Instead, Greg (and Sue) Boeger purchased property in El Dorado County for the Boeger Winery in 1972 and opened for business in 1974.

Although Greg Graziano's grandfather was growing grapes and bootlegging wine in the 1920's and his father was also a winemaker, it was not until 1988 that Greg (and Trudi) founded Graziano Family of Wines in Mendocino County.

The two Gregs have a lot of similar principles about what they are doing. Both have been in the business long enough that they do not have a mountain of debt to service, nor do they have accountants telling them they must have a huge return on investment. This leads both to have high quality wines at affordable prices. They both work to have the finest grapes and are pleased to have the characteristics of the grapes show up in the wine. "Terroir driven" is the jargon for this. Both aspire to pass along their wineries to their kids. Justin Boeger has been winemaker at the business for many years. Alexandra Graziano has recently begun working in the winery and vineyards. To me this is the ultimate in sustainable practices – passing the winery and knowledge of how to run it from generation to generation.

## **Rambling**

Most Mondays the Orangewood sales staff sits down to taste wine. We may be learning about wines in our portfolio or evaluating candidates for inclusion in our portfolio. There is a designated note taker who listens to everyone's thoughts and documents what they hear using the 4 step method. The four steps are colour, nose, taste and finish. We have a fifth section that is called "overall" in which we try to say how we really feel about the wine. Depending on who is taking notes the overall section can be pretty cryptic. "Thumbs up" is pretty clear. RGS is (politely) Really Good Stuff. Wedding Wine is a term we use to characterize the minimum quality a wine must attain to be drinkable. (You are at a wedding reception and the wine is free. Do you drink it, or buy a beer at the bar?) Recently the expression "meh" appeared in the notes. There was an email flurry in which it was established to mean "decidedly average".

On another topic, our local National Public Radio station (KJZZ) has been holding a fund raising dinner with fine food and wine and auctions for 11 years. The event has evolved and that evolution continues. The next event will be at the Montelucia Resort on March 8<sup>th</sup>, 2014. That evening is the central event – a black tie dinner with fine food and fine wine. The dinner is prepared by the Montelucia Resort, but wines are provided by a variety of wineries. Each table has wines from a single winery and is accompanied by someone knowledgeable about the wines – often the winery owner or winemaker. Prior to the dinner there

is an opportunity to taste wines from all the wineries represented, while reviewing and bidding on the silent auction items. During dinner the wine expert will explain about the winery and the wines served, and a live auction takes place for the most prestigious of the items. In addition, there will be the opportunity to purchase wines via one of the event sponsors. This year there will also be an opportunity for restaurants to participate by showcasing one of the wineries, hosting a winemaker dinner and donating an auction item – like a certificate for dinner. Orangewood is learning from previous events, also, and we will encourage our visiting wineries to have a Saturday lunch event for their wine club members and a Sunday lunch with the Orangewood crew and customers. If any of this is of interest to you as a consumer, as a winery or as a restaurant, feel free to sign up for the First Press Arizona newsletter by emailing [Rich Ripley](#), the event organizer. You can also call or email [me](#), but I ramble a bit.

The Rambler rambles on...

Cheers,

Richard

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

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