

# Orangewood Wines

*Small Wineries, Great Wines*

## Orangewood Wines' Newsletter

Volume 4 Issue 38 April 22, 2014

### Introduction

It gives me a headache just thinking about what is happening to a woodpecker's brain when it is pecking away at 25 Hz at a telephone pole. We think the mild winter has left a lot of bugs alive, ready to be a tasty woodpecker snack. The Saguaro, Ratany and Palo Verde are blooming. The temperatures are inching towards the 100F mark, heralding the imminent departure of folks with homes in cooler climates and signaling a drop off in serious wine drinkers until the fall. This is also the time for you to adjust your wine cellar temperatures up by a degree or two to allow your wine to have a slow summer exhale. See my [discussion](#) of this in May 2011.

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### New Restaurants

#### [Encanterra Country Club](#)

36460 North Encanterra Drive  
San Tan Valley, Arizona 85140  
(480) 677-8000

#### [High Country Conference Center](#)

201 West Butler Avenue  
Flagstaff, AZ 86001  
(928) 523-9521

#### [North](#)

Kierland Commons  
15024 North Scottsdale Road #160  
Scottsdale, AZ 85254  
(480) 948-2055

### **Tarbell's Restaurant**

3213 E Camelback Rd,  
Phoenix, AZ 85018  
(602) 955-8100

### **Wildflower**

7037 North Oracle Road,  
Tucson AZ 85704  
(520) 219-4230

### **Zinburger**

6390 East Grant Road,  
Tucson, Arizona 85715  
(520) 298-2020

## **New Wine Stores/Wine Bars**

### **Unwined**

1334 East Chandler Boulevard  
Phoenix, AZ 85054  
(480) 460-0028

## **New Wineries**

### **Avennia**

After Marty Taucher finished his high tech first career and his angel investing second career, he had a hankering to pursue his passion for wines by learning how they are made. He attended college and worked as cellar rat at DeLille Cellars where he met Winemaker Chris Peterson. Together they have started a new winery based just north of Seattle in a little town called Woodinville. They named their winery Avennia, a reference to the French town of Avignon, a source of inspiration for their old world style winemaking techniques. They are offering us four wines so far - 2 Rhône blends and 2 Bordeaux blends. Quite tasty.

### **Spell Estate**

Bill and Tiki Spell are continuing with their careers in Finance and Philanthropy. Their passion for wine, especially Pinot Noir, inspired them to put their investment and management talent to another purpose. They founded Sonoma-based Spell Estate in 2004, choosing winemaker Andrew Berge, and selecting several key vineyards in Sonoma and Mendocino to source their grapes. The results do not disappoint.

## **Wine Topic of the Month: Warehousing**

I received a phone call the other day from my warehouse security monitoring company letting me know that the temperature had gone up a couple of degrees. John, our warehouse manager, was there quickly to coordinate with the maintenance company in fixing the problem. Temperature is one of the aspects of the warehouse that is very important to us! Wine needs to be cool no matter what is happening outside. We are fortunate that this warehouse is well insulated and has four air conditioning units. This allows us capacity to fix one unit while the other three keep the place cool. We have been at this particular warehouse for five years now. It was previously occupied by another distributor who went to all the trouble of insulating and installing the air conditioning in an otherwise swamp cooled building.

Temperature is not all that we worry about for the warehouse. First is personal safety. We don't want anyone injured in our warehouse. This means no step ladders and no kegs to lift. Wine is stored off the ground to ease our weary backs.

Second is product safety. We want our wine to be in perfect condition when it is delivered. Temperature is critical in the warehouse, as well as in shipping and delivery. I also choose to avoid the use of forklift trucks beyond the entrance to the warehouse. I have seen forklift trucks do a massive amount of damage in a very short time. We have been fortunate to have little in the way of damage to our wines. The avoidance of forklift trucks is also a significant factor in warehouse design. On the one hand, a fork lift truck can bring wine down from shelves 6 pallets high. On the other hand, the shelves need to be spaced widely to allow the fork lift to turn and back up with a pallet. Our decision to avoid forklifts allows the shelves to be close together, offsetting the loss of four shelves - we have only two. This, in turn, means our warehouse doesn't need to be as big or as tall, leading to lower air conditioning costs. Nice.

Third is customer service. We have laid out the warehouse and the placement of wines within it to minimize the chance of making mistakes. Then our process ties the invoices to the wines' location, providing an extra layer of checking.

I generally don't talk about logistics, but once in a while I like to let you know we strive for zero injuries, zero defects and zero errors on behalf of our customers and theirs, and to put our suppliers' products in the best possible light.

## Rambling

In 2006 we formed a loose alliance with another distributor, 4 in Wine. Lena Langelaar focused solely on importing German wines, primarily Rieslings, and had more warehouse space than she needed. We were delighted to escape the rigidity of a commercial warehouse and were happy to help. Since then, as we expanded, we have moved warehouse twice. Each time we continued to share the available space with Lena. Orangewood also began to do deliveries for Lena and to represent her wines in addition to ours. Now, seven years later, with Lena's father in Germany in need of more care, Lena has decided to wind up her distributorship and return home to help out. Her house is for sale, her belongings are packed and ready to be shipped to Germany, and she has transferred her inventory of wonderful Rieslings to us. Lena has her one way ticket and will be leaving us soon. Good luck and Gute Reise!

The Rambler rambles on...

Cheers,

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

Orangewood Wines