

Orangewood Wines

Small Wineries, Great Wines

Orangewood Wines' Newsletter

Volume 4 Issue 39 May 26, 2014

Introduction

Here it is Memorial Day in the United States of America and Spring Bank Holiday in the United Kingdom. In between being thankful for the fortitude of our armed forces, and opening another beer to toast the same, and recognising that I won't be able to do any banking, I thought I would write a newsletter.

As I was trying to categorize the new customers that we have into "Restaurants" and "Wine Stores/Wine Bars" I realized that the distinction is getting harder and harder. More and more wine bars are developing pretty respectable food menus, and more and more restaurants have bars where glasses of wine are readily available. Meanwhile, there are fewer and fewer pure wine stores. They have gone out of business or added a wine bar or provide food. Giving up the categorization, I have lumped them all together as "Customers".

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New Customers

[Aspen Valley Golf](#)

1855 North Continental Drive,
Flagstaff, AZ 86004
(928) 527-4653

[Blue Moose](#)

7373 Scottsdale Mall,
Scottsdale, AZ 85251
(480) 949-7959

FnB

7125 East 5th Avenue, Suite 31
Scottsdale, AZ 85251
(480) 284-4777

Lon's at the Hermosa

5532 North Palo Cristi Road
Paradise Valley, AZ 85253
(602) 955-8614

Milagro Grill

4280 East Indian School Road, Suite 101,
Phoenix, AZ 85018
(602) 773-5844

Solo Trattoria

2501 East Camelback Road, Suite 24
Phoenix, AZ 85016
(602) 368-3680

Tap & Bottle

403 North 6th Avenue,
Tucson, AZ 85705
(520) 344-8999

The Attic

4247 East Indian School Road
Phoenix, Arizona 85018
(602) 955-1967

The Greene House

Kierland Commons,
15024 North Scottsdale Road Suite 100
Scottsdale, AZ 85254
(480) 889-9494

New Wineries

Paul Mathew Vineyards

(Paul) Mat(hew) Gustafson started in the wine business at age 18, working his way through college and taking various positions in the chain of wine production and distribution, including restaurant and wine store management, tasting room, wholesale sales and vineyard management. 1999 was his first crush after he realized winemaking was the answer. He worked at Dutton Estate Winery under Merry Edwards as the consulting winemaker simultaneous to branching out on his own eponymously named winery. He is committed to low

input winemaking utilizing uninoculated primary fermentation and malolactic fermentation. Low input wine making also includes gravity flow movements of wine, minimal acid adjustments, minimal SO₂ additions, racking only once in barrel, no fining and no filtering when possible. This process is much slower and more time consuming, but produces wine lush on the palate with seamless flavors.

Paul Mathew Vineyards was introduced to us by one of our customers. Thank you Regan for pointing us to this producer of "the most authentic Russian River Pinot Noir I've tasted in a long time." And thank you Ali for that quote.

Wine Topic of the Month: Relationships

I used to work at a large technology company. Thirty years ago I would slump down in Frank's office to talk about whatever. We were not actually in the same division at that time, but we formed a strong relationship that has survived to this day. Recently, he helped to get some of Orangewood's wines added to the menu at Aspen Valley Golf in Flagstaff. He gets to drink better wine, we get another customer. Thank you, Frank!

Another colleague from that same company organizes rafting trips through the Grand Canyon every three years. The next trip is 4 weeks away. Good work, Robert. I have taken wines along on past trips to taste and drink. The folks that go on these trips have a preference for "big reds", of which we have several. I have become friends with many of these folk, friendships founded in river rapids and red wine. Rob recently dragged me down (up) to The Attic, which has a great view of the south side of Camelback Mountain in Phoenix. He wanted to introduce me (and my sales consultant, Leslie) to the owner. Thank you, Rob, for helping gain yet another customer.

I got a call from Barb, at Paul Mathew Vineyards, asking if we would consider carrying their wine. When I asked where they heard of Orangewood, I learned it was from one of our customers. The first shipment arrives tomorrow.

It is often said that the wine business is all about relationships. It certainly is. Wineries and Customers are the obvious relationships, but I also have relationships with the companies that move wine for me. We have a consolidator and trucker to whom I speak and/or email at least every week. There are also relationships within the company - relationships among the sales people and with the delivery people.

Relationships don't just happen. They require work - simple things like answering the phone or returning calls and answering emails and texts promptly. One of my "tests" for potential sales people and wineries is getting them to send me an email and call me. Something I learned from my son, Julian, is the two text rule. If the "conversation" requires more than 2 texts or emails back and forth, then it's time to pick up the phone. These are some elements of good communication - a requirement for a good relationship. There are many others, but I feel I may be starting to ramble..

Rambling

Our lead driver/warehouseman, John, was on vacation this past week, so it was all hands on deck to receive incoming wine and deliver it to customers. One of my duties was delivering to the Prescott and Jerome areas on Friday. The best part of this route is the road over Mingus Mountain. It is not the road to Hana, but it has a lot of fun curves that are a driving challenge not found in the grid layout that is most of Phoenix. I remember running this route when we had a Toyota MR2 Spyder. Our competitors' drivers were all jealous. The Honda Fit handles a little differently, what with the front-wheel drive and all that. It also holds quite a bit more wine. The MR2 was good for 3 cases!

The Rambler motors on...

Cheers,

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

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