

# Orangewood Wines

*Small Wineries, Great Wines*

## Orangewood Wines' Newsletter

Volume 4 Issue 41 July 22, 2014

### Introduction

Watching our week to week sales of wine and looking at the history of the equivalent weeks from previous years, it seems that we have just passed the low point of the year. In the same way that restaurants and retailers see summer coming and stop buying wine in the weeks prior, they also look to the beginning of school as the first harbinger of approaching fall and of parents needing a drink.

### Contents

- Introduction
- New Customers
- Wine Topic of the Month – Physiology of Smell
- Rambling

### New Customers

**Bodega Kitchen & Wine** <http://www.bodegatucson.com/>  
4340 North Campbell Avenue, Suite 164  
Tucson, AZ 85718  
(520) 395.1025

**Brix** <http://brixflagstaff.com/>  
413 North San Francisco Street  
Flagstaff, AZ 86001  
(928) 213-1021

**Cowboy Ciao** <http://www.cowboyciao.com/>  
(480) WINE - 111 ((480) 946-3111)  
7133 East Stetson Drive  
Scottsdale, AZ 85251

## **Wine Topic of the Month: Physiology of Smell**

The nasal passages of a human contain four million sensors that can, in the trained nose, distinguish between 10,000 different odours. This is pretty impressive, but, compared to an average dog that has four thousand million sensors, we have a way to evolve. As wine tasting is based so much on one's sense of smell, it is important to have at least a rudimentary idea how this sense operates. You might imagine that once I start to smell something I would continue to smell the same thing for as long as the source is present. Kind of like a thermometer doesn't stop telling you what the temperature is even if the temperature doesn't change. However, if this is what you are imagining you would be wrong. Fortunately, for the habitually flatulent and their companions, the nose stops signaling the presence of a particular odour after a few minutes. This has a couple of interesting results. For wine tasting this allows the sniffer to detect the dominant smells and then after a few minutes start to detect some less prominent aromas - another layer of scent. I think this is the basis for the "layers" that wine reviewers talk about. Also, if there are no secondary smells, this leads to the expression "one dimensional" to describe a very quaffable, but otherwise simple wine.

This time-out on scent detection can also be a problem with the use of perfume and other scented products (sun screen, deodorant). These are products that you put on early in the day and forget that the generous splash of Chanel No 5 surrounds you all day. While you no longer detect the scent, people nearby trying to ferret out the type of berry in the bouquet of a wine don't have a chance.

## **Rambling**

Last month I rambled about our upcoming rafting trip through the Grand Canyon. There were 29 of us plus two boatmen and a swamper on two rafts. We got wet in the rapids, got hot under the summer sun and slept under the stars. During the day we stopped at 2 or 3 places to hike or have lunch. On one of the hiking stops at the mouth of Havasu Creek, we were just completing a hike that had led to the blue waters of Havasu Creek when one of our fellow rafters lost his balance, fell in the water and was swept under the moored boats and through the rapids. Victor's body was found a week later 25 miles downstream. Meanwhile, despite our best efforts to rescue him, we were in shock that such a gentleman was no longer with us. We reflected on the time we had spent with him, how fragile life is and our own mortality. Our thoughts and prayers go to his wife, Irene, who was close by.

The Rambler rambles on...

Cheers,

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

Orangewood Wines