

Orangewood Wines

Small Wineries, Great Wines

Orangewood Wines' Newsletter

Volume 4 Issue 6
February 22, 2011

Introduction

The problem with February is that it is always too short. Just when I think I have plenty of time to get a Newsletter completed, "Oh Crikey" here comes the end of the month. So perhaps I will be rambling more briskly this month!

Box Score

New Restaurants:	4
New Retail/Wine Bar Outlets	6
New Wineries	1
New Sales People	1

Contents

[New Restaurants](#)

[New Wine Stores/Wine Bars](#)

[New Sales Consultant - Jeff Groener](#)

[New Importer - Beacon Wine Company, Inc](#)

[Wine Varietal of the Month - Symphony](#)

[Rambling](#)

New Restaurants

[Fleming's Prime Steakhouse and Wine Bar at DC Ranch](#)

20753 North Pima Road,
Scottsdale, AZ 85255
(480) 538-8000

[Maynard's Market and Kitchen](#)

400 North Toole Avenue,
Tucson, AZ 85701
(520) 545-0577

[Relics at Rainbow's End](#)

3235 West Highway 89A,
Sedona , AZ 86336
(928) 282-1593

New Wine Stores/Wine Bars

[Total Wine and More](#)

6 locations in Arizona

New Sales Consultant - Jeff Groener

Jeff has been a waiter, a bartender, a wine sales person, a bartender...and has decided that the wholesale business is where he wants to be. When he's not hiking up Camelback Mountain, he will be working on accounts in Scottsdale and Phoenix.

New Importer - Beacon Wine Company, Inc.

Beacon Wine Company has been importing wines from a few small wineries in Spain for the last 25 years. Bob Heymann, President of this wine importing company, contacted me last year. I politely told him we were still in a recession. This year he convinced me to try his wines. At a recent tasting with the Orangewood sales team we found 3 wines from different regions of Spain that we decided to bring into Arizona.

Wine Terminology of the Month - Rhône Blends

When Laurie and I started exploring wines back in early 90's, a very knowledgeable sales person at Sportsmans' pointed us to some reasonably priced French wines from the Rhône. These certainly were delicious. These and similar blends made in America continue to be tasty choices that don't break the bank. Below is a primer on what a Rhône varietal is, so you are not too bamboozled. Let me know if it helps.

We have talked about varietals a lot. When two or more varietals are mixed together they are called a blend. When all the varietals come from the same region they may be called a regional blend. Of course, nobody says "regional blend", they say Bordeaux blend or, in the case of this month's topic, Rhône Blend. I should clarify that such a regional blend does not have to have the grapes grown in that region, only that the varietal originated in that region. So, we see lots of Rhône Blends that are made from grapes grown in America. (The makers of these blends are sometimes called the Rhône Rangers - which we might consider a pun, Kemo Sabe.) So what are the Rhône varietals? Grenache, Syrah, Mourvèdre are the commonly used red ones. Such blends are sometimes referred to as a GSM blend, from the first letter of their names. Other Red varietals include Petit Sirah (pay careful attention to the spelling), Carignan (kahreen-yan), Cinsault (sin-so), Counoise (Koon-wa), and Picpoul Noir (peek-pool nwah). There are a couple of others, but these are the ones that I have

come across in wines we supply. There are only so many varietals that I can deal with at a time. The white varietals may be included in red blends too.

What are white Rhône blends, you might ask? The white varietals that hail from that region include Viognier (vee-ohn-yea) and Roussanne, both common components of blends in general, as well as Rhône blends; Marsanne and Grenache Blanc. Again, there are several more, but these are the ones that have appeared in blends that go across my palate.

There is a lot of room for creative winemakers with all these varietals, but what are they called? The ones made in the Rhône are named, in the traditional French way, after the regions in which they are made. Chateauneuf-du-Pape (a major Rhône blend) is a region named after one of the Pope's country hangouts. There are others you may recognize, but perhaps you will be more familiar with the raised crests on the bottles above the label. American made Rhône blends may have the blend as the wine name, or they may have a fanciful name like Linda Rhonestat (I just made that up, but if you are starting a winery Linda, feel free). If it's not on the front, take a look at the back of the bottle to see if the blend is there. This is a fun class of wine that is worth exploring. Orangewood is pleased to offer Rhône blends from David Girard Vineyards, El Dorado County, California. We also look forward to exploring more of them soon - perhaps from France.

Rambling

I was looking at a wine bottle the other day - it didn't have a foil on it. The foil is the metal or plastic thing that is put over the neck. No foil means that I can't sell it to anyone. A couple weeks ago I found a bottle without a label. Last year we also had a bottle without a label. My mind wandered (surprise) to an anecdote that my friend Mac related to me a while ago. We were both in the corporate world at the time. He told me that his company supplied several million components to a Microwave oven manufacturer. One day this manufacturer showed up with six of these components that were defective. To many people, six defects out of several million is pretty good. Wrong answer! Those six defects meant that six consumers got microwave ovens that didn't work correctly. Those six consumers probably will not buy that brand again and also told all their friends. From the manufacturer's point of view, six defects was bad. Fortunately, the person who met with them was on the same wavelength. Six defects, oh no, that's terrible. Let us analyze what went wrong and put in place actions to try to avoid this happening again. Right answer!

So as we drank the perfectly fine wine from the bottle without the foil and the one without the label, we were glad that we didn't have to replace these bottles at a customer's location. Risk of loss of customer, bad word of mouth, cost of extra delivery, blah, blah, blah. Enough said.

The Rambler rambles on...

Contact Information

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