

Orangewood Wines

Small Wineries, Great Wines

Orangewood Wines' Newsletter

Volume 4 Issue 7
April 7, 2011

Introduction

We have made it through the first quarter of 2011. I had aspirations of writing the newsletter in time to include some April 1 spoofs, but it was not to be. So, no jokes in this newsletter. None.

Box Score

| | |
|-----------------------------|---|
| New Restaurants: | 4 |
| New Retail/Wine Bar Outlets | 0 |
| New Wineries | 2 |
| New Sales People | 1 |

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New Restaurants

[Parc Central Restaurant at the Scottsdale Quarter](#)

15323 North Scottsdale Road,
Scottsdale, AZ 85254
(480) 907-5333

[Roy's Restaurant - Chandler](#)

7151 West Ray Road
Chandler, AZ 85226

[Roy's Restaurant - Phoenix](#)

Located inside the JW Marriott Desert Ridge Resort & Spa
5350 East Marriott Drive
Phoenix, AZ 85054
(480) 419-7697

New Négociant - [Andrieux & Fils](#)

Andrieux et Fils is actually run by the great nephew of the original Andrieux. Alex Andrieux is a Négociant Éleveur based in the Rhône Valley of France. He works with a number of wine growers in that region, getting grapes or just fermented wine from them. He ages and blends the wine to conform to several of the different location named wines in the Rhône Valley. (Chateauneuf du Pape is both a village and the name of an AOC - Appellation d'origine contrôlée - that controls the source, blend and aging of wines that bear its name.) Once he has the wine, he travels to the USA to work with distributors. By largely cutting out some of the usual intermediaries, he is able to have his delicious wines available at very competitive prices.

New Winery - [Joseph Jewell](#)

Joseph Jewell is owned and operated by Micah Joseph Wirth and Adrian Jewell Manspeaker. They worked together at the original Gary Farrell winery and decided that they could make wines too. Micah is the winemaker and Adrian the business maker. We have brought their Russain River "Appian Way" Pinot Noir for a special customer and will explore with them their other offerings.

Wine Terminology of the Month - Geographically Named Wines

One of the confusing things about wine is that some of them are named after the varietal that is predominant in the wine, like Merlot, and some are named after locations like Bordeaux. Yet others have names that tie them to a location, for example, Chianti Classico and finally there are wines with names that mean nothing at all from a wine perspective! In light of a couple of additions to our portfolio, I am going to touch lightly on some of the location based names. Mentioned above was Chateauneuf du Pape. There is a village with that name. It is surrounded by vineyards. The wine produced with this name is subject to regulations that stipulate permitted varietals, viticulture, yield, harvest, handling, fermentation and aging. Wow. There is also a minimum alcohol level of 12.5%. Wines that meet all this can bear the name and be supplied in a specially made bottle. Wines from two other villages, Gigondas and Vacqueyras, are represented by our supplier.

Moving to Italy: Chianti is not a location, despite the Brits coining the term "Chiantishire" to refer to Tuscany. Instead, it is the name of red wine that is ubiquitous in Central Italy including Tuscany. This wine is largely made of the varietal Sangiovese with whatever is locally available. Chianti is not regulated, but when the name is modified by "Classico" it becomes strongly controlled. Chianti Classico is produced in a specific area of Tuscany. The wines are marked with a black rooster in a red ring (or a gold ring for the Riserva) and must be made to a set of guidelines developed by a group of wineries in the area.

In America most wines are named after their principle varietal. However, about 10 years ago a number of wineries in Mendocino got together in a Chianti Classico kind of way to promote the excellence of their county and to offer a wine

representative of their region. The result is a zinfandel based blend called Coro Mendocino. "Coro" translates to "chorous" a choir which is singing the praises of Mendocino. We represent the Graziano Family of Wines, and their owner, Greg Graziano, was one of the instigators of Coro. Of course his winery produces Graziano Coro Mendocino.

Rambling

This year is the ten year anniversary of our being "in the wine business". Last Christmas we celebrated being recruited to sell Vino Noceto wines in Arizona (thank you Jim and Suzy), then we celebrated developing a back of the envelope business plan, applying for a license and so forth. We are fast approaching the 10 year anniversary of selling our first two bottles of wine. Over the last 10 years we have grown far more than our business plan called for. We projected a modest revenue. We passed that number this year in early February. It is often said that the wine business is a relationship business. While drinking wine is fun, it is way more fun sharing it with someone else. For me it is the relationships that are the most fun. The passion of wine growers and winemakers is what I try to bring to market along with their wines. The passion of the restaurateurs working to provide well considered food and wine choices to their customers is what I am trying to support.

Laurie and I quickly realized we could not stretch to do this all by ourselves, so starting with Dick Kirkpatrick we grew a sales force; starting with Greg Herreros, we started expanding our delivery capabilities. Thank you all for your support during our first decade, we hope that we can continue to improve what we do for everyone's benefit over the next 10 years.

On a different path, as a segue into more personal aspects, some of you are interested in how Laurie and I are doing. I think I mentioned that we added a fourth horse to our herd. This 8 year old gelding is part racehorse and can really move right along. He arrived at Thanksgiving and is still figuring out his position in the herd. We now have two young 'uns and two old 'uns. More recently we adopted a 6 year old dog from the Desert Labrador Retriever Rescue (don't try saying this quickly after a couple of glasses of wine). She has settled in so quickly that we can't imagine life before Dizzi. No prizes for guessing her breed.

The Rambler rambles on...

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