

**Subject:** Wine at Orangewood Consulting 11, December 27<sup>th</sup>, 2001

**Sent:** Thursday, December 27, 2001 3:40 PM

To our Wine Aficionados,

We hope that you are all having a good holiday season. We have been having a low key, relaxing time. Fortunately not involving any air travel.

As 2001 draws to a close and the prospect of writing the wrong year on checks for a month or two looms, it's time to reflect on progress of the wine business at Orangewood Consulting. One year ago we were applying for licenses, this year we are looking at the size of the negative profit! Fortunately the year did not end with November, because December has been the breakthrough month. We shipped twice as many cases in December as we had for the rest of the year. If we could sustain the December rate through the year, we would be profitable. Perhaps we can sustain it, but the holiday season is prime time for wine purchases, so we should not give up our day jobs just yet!

At the suggestion of one of the WOC readers (thanks Bill), the remaining content of this newsletter is as follows:

Sales

Restaurants

Pizzeria Bianco

Richardson's

Territorial Bar and Grill

Duck and Decanter (Event)

Retail Outlets

AZ Wine Company (New)

Portfolio

Marinda Park

Wine Tasting Event

Feedback

## **Sales**

## **Restaurants**

Overall we continue to work with 15 restaurants though only 4 have signed up so far. Our tactic is to visit the restaurant to determine whether their approach to wine is compatible. Do they have a wine list? Does it have room for one or more of our wines? Do the waitroids help with wine selection? Are the glasses big enough for me to fit my nose in? And so forth. This is tough duty. Laurie asked me the other day "Are you going to make me go out to dinner again tonight?" Perhaps there is a limit to how much gracious service and exquisite food and wine we can stomach. Nah - not while belt holes are still available!

Pizzeria Bianco (623 E Adams - in Heritage Square)

Pizzeria Bianco in the news last week: "On Tuesday, Wells met with Colangelo in Phoenix, and they attended a Suns game that night. Diamondbacks first baseman Mark Grace joined them for a time at the game, and again later at the same pizzeria where Grace was courted as a free agent by Colangelo a year ago. "I think I'm 6-for-6 at Pizzeria Bianco," Colangelo said.

I took the article down for Marco Bianco - yes that's his lucky table over there he told me.

On another evening, while I was waiting for Laurie to arrive, I was ordering a drink at their adjacent wine bar. The guy running the bar is Matt Pool, who is co-owner Susan Pool's brother. Noceto Sangiovese Riserva is on the list but not available by the glass. However, Matt let me have it by the glass anyway. I love that attitude.

Richardson's (1582 E Bethany Home)

Although they have both of the Noceto wines stacked in the dining room in Dick's Hideaway around the corner from Richardson's, they have still not made it to the menu. I bet you could ask for them anyway. Instead Laurie and I took home the better half of our lunches to try them with the Noceto Normale at dinner. We were eating the Green Chile Stew and Pasta Heidi, both of them very spicy dishes. The Noceto is fruity enough to stand up to the spice and enhance the overall dining experience. (Where did that marketing speak come from?) You may also infer that the portions are significant.

Territorial Bar and Grill (37645 N Cave Creek Rd)

The Territorial has a new owner and now a new a chef. They are becoming Italian food oriented. As a result they decided to carry, in addition to the Noceto Sangiovese Riserva, the Noceto Sangiovese Normale and the Il Poggiolino Chianti Classico. One of our readers reported that they "went to the Territorial for dinner and tried some of their new Italian fare with a bottle of Noceto Riserva. It was great! (Both the food and the wine!) We don't dine out that often in Cave Creek, but we hope to return soon." (Thanks for the feedback Mary.)

## **Wine Bars**

Duck and Decanter (Event) (1651 E Camelback Rd )

Michael has reserved January 24 for Orangewood Consulting to present our wines. I will be working the details with him on January 9th and will let you know. His Thursday evening wine tastings run 6 - 8.

## **Retail Outlets**

AZ Wine Company (New) (2515 North Scottsdale)

Richard Betts lived at the RustRidge Ranch for 6 months and has a strong affection for their wines. He is also the buyer at the AZ Wine Company so naturally he is now stocking the RustRidge Chardonnay, Zinfandel and Cabernet Sauvignon. This is a neat place with friendly people

## **Portfolio**

Marinda Park

Orangewood Consulting is now empowered to import wines. Next step is to get approval for the labels. Marinda Park emailed us the proposed labels and via the magic of color inkjet printing, I affixed them to applications for each varietal - Pinot Noir, Merlot and Chardonnay. Other steps will include getting Marinda Park to be have an AZ license as an "out of state producer" and getting Orangewood Consulting to be licensed as an "out of state producer" for the target states. The fun goes on and on.

## **Wine Tasting event**

Continuing our tactic of increasing consumer awareness of our wines and also to introduce the RustRidge wines, we had a wine tasting event on December 18. You were all invited Present were Laurie and I, 3 friends (thank you), 13lbs of cheese and a bottle of each of the wines in our portfolio. Now 8 wines from Noceto, Il Poggiolino and RustRidge. While we tried valiantly we did not manage to complete the tasting of all the wines. But we shure had a good time trying!

**Feedback**

Not enough support came back for me to book a flight to Australia – but thanks Bob for the support that did arrive. I received other feedback, noted in the "paragraphs" above, it was appreciated, thank you. Keep those emails coming! On a different note (B flat) if you wish to see these ramblings in the future you need to do nothing. On the other hand, if you are not interested, see the boilerplate "PLEASE NOTE" below.

Best wishes to you and yours for a Healthy and Happy New Year.

Richard and Laurie Corles  
Orangewood Consulting, L.L.C.