

**Subject:** Wine at Orangewood Consulting 14, February 11<sup>th</sup>, 2002

**Sent:** Monday, February 11, 2002 8:04 AM

To our Wine Aficionados,

Another newsletter – another event, another restaurant and time for reflection.

The remaining content of this newsletter is as follows:

**Sales**

Time for Reflection

**Restaurants**

Tarbell's

Rancho Pinot

**Wine Bars**

Cave Creek Coffee Company

Duck and Decanter – Event recap

**Retail Outlets**

Epicurean Wine Service – UPCOMING EVENT

**Portfolio**

Marinda Park

**Logistics**

**Feedback**

**Sales**

Time for reflection

We have been running around, like chickens with our heads cut off, trying to find outlets for our wine. We now have 6 restaurants, 2 wine bars, and 3 stores carrying various subsets of our portfolio. We are somewhat comfortable with the wine bar and retail part of this, but less so with the restaurants. We are especially short of restaurants to carry the Italian wines. So for the next little while we will be targeting Italian restaurants – focusing primarily on Il Poggiolino and Noceto wines and selling the RustRidge if the selected restaurants show interest. We will continue to stay mostly on the corridor that runs from Central along Camelback to Scottsdale Rd and then North up Scottsdale Rd. Plus Cave Creek/Carefree. Of course we will continue to keep our existing outlets happy.

**Restaurants**

Tarbell's (New) - 3213 East Camelback Road

Another new restaurant! Located between Tomaso's and Sportman's Fine Wine and Spirits at the southeast corner of Camelback and 32<sup>nd</sup> Street, this restaurant has been here a while. Jim Gallen is the General Manager and Wine Guy for both Tarbell's and Barmouche (less than a block West). He is also chief greeter and bon vivant. I have been working with him for a while and I am on a first name basis with Carla, the lady who answers the phone and relays messages. Jim signed up to carry the RustRidge Zinfandel at Tarbell's. The restaurant has been designated the best place to eat at the bar by one of the local newspapers – it is. If you find yourself at the bar and Chris is the bartender, ask him whether he also works at Richardson's, but be discreet.

Rancho Pinot - 6208 North Scottsdale Road

Tom Kaufman told me that he now has the RustRidge Zinfandel on the wine list – but that nobody has bought a bottle. What are you guys doing out there dieting?

**Wine Bars**

Cave Creek Coffee Company - 6033 East Cave Creek Road

So much for opening "Way before the next WOC anyway"! The current words are "maybe by Next Weekend" (February 16/17).

Duck and Decanter - 1651 E Camelback – Event recap

The wine event went very well. We took over the upstairs part of the store; they produced bread, cheese, salami and stuff. I poured wine and talked about it until my throat was sore. Our thanks to the many of you who attended – it was great to see you all there.

### **Retail Outlets**

Epicurean Wine Service - 7101 East Thunderbird – **UPCOMING EVENT**

John Scremin is dedicating his Friday night event on February 22 to the 4 wines he carries from Orangewood Consulting – the two Noceto Sangioveses and the two RustRidge Reds (Cabernet Sauvignon and Zinfandel). For \$10 you get a generous pour of each of the four wines, an opportunity to munch on cheese cubes, a risk of hearing yours truly making stuff up about wine and the chance to buy the Noceto and RustRidge wines at a discount. I think John is the current low price leader for our wines in Arizona. If you have not yet had the pleasure to taste these wines, this is another chance to get with the program.

### **Portfolio**

Marinda Park

We are making progress with the ATF. They rejected the labels! Mark and Belinda are coming unglued. The name Marinda Park derives from their names smooshed together (a linguistic term), plus Park which is where they decided to park after globe trotting for Measurex and Honeywell.

### **Logistics**

A major part of being a wine distributor is the logistics. We are responsible for shipping the wine from the winery (or port of entry for imports), for warehousing and for delivery from the warehouse to our customers. We have taken care to ensure the wine is not overheated at any point in its life. We hire trucking companies with refrigerated trucks to haul the wine and we rent space in a refrigerated warehouse. The warehouse is just south of I-10 near 43rd Avenue in a warehouse district near the railway. This warehouse is huge, and a small part of it (185,000 square feet) is maintained at 65 degrees. They store for two other wine distributors but the bulk of their “grocery section” is food, drink and pharmaceuticals. While I was there last week picking up a few cases, I got the chance to see a tractor-trailer driven by an expert. The tractor and 53 foot trailer came zipping in, did a U-turn in the courtyard and backed into a space between two other trailers. There was barely 2 feet of space on each side of the trailer. The driver didn’t do any to-and-froing, just brrrm, and there it was, perfect. When I told the driver how impressed I was, he said he has been doing this for 35 years. I was still impressed.

### **Feedback**

I received positive feedback on the tasting at Duck and Decanter, both at the event and subsequently. Thanks again for the support.

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