

Subject: Wine at Orangewood Consulting 36, June 1st, 2003

Sent: Sunday, June 1, 2003 1:54 PM

To Our Wine Aficionados,

Introduction

May is gone, the snowbirds have left, 90-degree highs are behind us and the wine business slows down as restaurateurs (we did check the spelling) attempt to reduce inventory to keep cash flow positive. So now we try to sell our summer wines, such as Noceto Frivolo, Marinda Park Sauvignon Blanc and Chateau Benoit Muller-Thurgau.

Summary (Box Score)

Event Notifications

Friday, June 6th: 4:00 - 6:00 PM, Red Kangaroo - Chandler

Saturday, June 7th; 4:00 - 6:00 PM, Red Kangaroo - Chandler

Friday, June 20th: 5:00 - 6:30 PM, AZ Wine Company - Scottsdale

Sales associates - another addition

Content

Outline for the remainder of this newsletter

Event Notifications

Red Kangaroo tastings

AZ Wine Company - RustRidge 1999 Cabernet Sauvignon release

New Outlet

Vinoteca - Tempe

AZ Wine Company in Carefree

Event Feedback

Jazzy showing at Halter

Westberg Cellars introduction

Nello's Wine Dinner

Staff Expansion - Sales

Rambling Winery Visitor

Event - Friday/Saturday June 6th/7th, 4:00 - 6:00 PM, Red Kangaroo - Chandler

Address: 3305 W. Chandler Boulevard

This is a reprise of the April events. The event is an informal way to stop by, try the wines at no cost and buy a couple of cases for your wine collection. Each of the two evenings Dick or I will be there to introduce and pour the Marinda Park wines - Chardonnay, Pinot Noir and Sauvignon Blanc.

Event - Friday June 20th AZ Wine Company - Scottsdale

Address: 2515 N. Scottsdale Road

Jim Fresquez, RustRidge owner, vineyard master, thoroughbred horse breeder and raconteur extraordinaire will be at AZ Wine Company to introduce the 1999 Cabernet Sauvignon and the new labels. Jim is also the husband of the other owner, Susan Meyer. I tried the Cabernet during a recent visit to the Napa area - it is goood! Kent Rosenblum of Rosenblum Cellars has been more active in the winemaking of this vintage. The new labels replace the predominantly maroon labels with a picture of the head of famous thoroughbred Man O' War. It is against a light background with the RustRidge double R logo and has the recently approved Chiles Valley viticultural area as its origin. This will be a normal AZ Wine Friday night tasting. We'll have the 1999 Zinfandel there, too, so that you can remind yourself how a big Zin should taste. This Zinfandel is nearly sold out, so perhaps you should be grabbing some before it disappears.

New Outlet - Vinoteca, 717 South Mill Avenue, Tempe

As you may recall, I hung out one afternoon at Caffe Boa on Mill Avenue in Tempe. Next door was a tattoo parlor, and I wondered how such a place stayed in business, given the absence of clientele - at least on that afternoon. Wonder no more. The tattoo parlor closed temporarily and then permanently. It has been taken over by Christine and Jay, the owners of Caffe Boa, and turned into a wine shop. So far they stock the Noceto Normale and the RustRidge Zinfandel.

New Outlet - AZ Wine Company, 100 Easy Street, Carefree

Amongst all those odd named streets, Ho and Hum and so forth, that are on the east side of where Scottsdale Road (a.k.a. Tom Darlington) meets Cave Creek, there is actually an Easy Street. Of course no one lives there, but AZ Wine Company has opened a second store on it. Dan Erickson is the buyer and was also the only salesperson there when Dyane visited for her first sales call. Dan is very knowledgeable and helpful, so if you are in the area, check it out. So far they stock the Noceto wines (Normale, Riserva and Frivolo) the RustRidge Zinfandel and the Marinda Park Chardonnay.

Event Feedback - Showtime for Jazzy – Friday, May 2nd

After “halter” training our yearling filly, Jazzy, for two months, the trainer took her along to the Arabian regional competition at West World in Scottsdale. Greg Hazlewood, the trainer, made no promises about winning but felt that Jazzy would be competitive. I’m not sure who was more nervous, Jazzy or Laurie, but with the support of about 20 people from among you all and the Cave Creek horse community they made it through. Jazzy place 3rd out of 7 and was awarded a “Top 5” prize. Everyone was delighted.

Event Feedback - Westberg Cellars Introduction at Nello’s in Tempe

How did this event go? With free munchies supplied by Nello’s, free Westberg wine samples and outstanding guitar and vocals from Steve Krum, what’s not to like? Afterwards, Geno put together one of his impromptu pizza specials...sauté a little sea bass, add a little of this and a little of that, put it on top of a pizza crust and cook until perfect. If you hang out enough at Nello’s, perhaps you can get a custom pizza, too.

Event Feedback - Wine Dinner at Nello’s in Tempe

Joe is an escapee from the corporate hotel world, specifically Arizona Biltmore. It doesn’t seem like a normal career path, but Joe enjoys the freedom and atmosphere in the back at Nello’s. He talked Geno into allowing him to prepare a 5-course meal with wine pairings from Orangewood Consulting. From soup to nuts the food was excellent - although I don’t actually remember any soup or any nuts. The event, limited to 40 people, was sold out.

Staff Expansion - Sales

Last month I mentioned that I was looking for someone to take care of sales in Scottsdale. This month I am pleased to let you know that Dyane Golding will be selling our wines in the Cave Creek, Carefree and North Scottsdale areas. She has a long history of wine consumption. While she does not have the usual profile of retired person, she does have a job that gives her the flexibility to make sales calls. Dyane is a massage therapist for both people and horses - Peak Performance Therapies is her company. I think that she thinks that wine could help relax her clients. In a former life Dyane was an actress, and we’re pretty sure she must have played the part of the Energizer bunny.

Rambling Winery Visitor

Last week I was flying over Mono Lake and was able to see the reflection of the Sierra Mountains in it. Shortly thereafter we flew over the American River Canyon before descending towards Sacramento. On the way down I saw a crop duster doing duty as a rice planter. It hugged the fields as it dispersed seed, followed at a polite distance by three massive formations of birds who appreciated the pilot's efforts. After I was picked up by my daughter, Debby, and her husband, Mike, we retraced some of the journey heading west to Plymouth in Amador County. If you have been paying attention, you will know that this is the home of Vino Noceto. They are not well sign posted, but we found the vineyard.

Ignoring the wine tasting room, we headed towards Villa Noce (the Nut House) to see Jim and Suzy Gullett. After some confusion, during which it became apparent that they had forgotten that we were coming, we sat down and addressed the topics I had on my list. Think like, how come we didn't hear about the Barbera they made. As a way of apologizing, Jim and Suzy took us over to the winery and allowed us to taste samples of upcoming vintages, including the Barbera. From there we headed further west to a wine area called Fair Play. There are several wineries there, mostly open on the weekends only. We did find 3 of them open and enjoyed the relaxed and enthusiastic style. The following day we were invited to lunch at RustRidge. We took along my grandsons Toby and Calvin. Susan Meyer and her husband, Jim Fresquez, met us and showed us around their bed and breakfast before leading us past the thoroughbreds to the winery and to the picnic lunch that Susan had prepared. As my son-in-law, Mike, commented, it's only at a winemaker's lunch that 5 bottles of wine would be open all at the same time. The kids enjoyed the Yellow Labradors. Calvin checked their temperaments by pouring stones and dust on their heads! The labs responded by doing nothing - placid beyond the call of duty. On subsequent days, Mike and I felt it important to check out a few of the Napa wineries. One of the things we noticed, beyond the tasting fees, was that the wine prices are much higher than RustRidge, Vino Noceto or the Fair Play wineries. This was true even for one Napa winery whose wines were somewhat innocuous. I wonder whether this is cost-based pricing or demand-based. I suspect that for the newcomers, the prices they paid for land and fancy buildings mean that the owners cannot afford to sell their wines for any less. It may be survival of only the fittest over the next couple of years.

Cin-cin, alla salute!

Richard and Laurie

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