

Subject: Wine at Orangewood Consulting 43, November 11th, 2003

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To Our Wine Aficionados,

Introduction

In the last month we succeeded in moving office and most of the house, but building continues. We have been greeting the tile guys at 6:30 AM every day since we moved. I guess we'll know that all work is completed when we can sleep in.

Box Score

New Retail Outlets -	Sunflower
	Salt Cellar
New sales person -	Alison

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Events

AZ Wine, Scottsdale - RustRidge New Vintage Tasting - December 12, 5:00 – 7:00 PM

RustRidge Ranch and Winery has released their new vintages together with an exciting new label. The label features a picture of Man O' War, grandfather to Seabiscuit, of recent movie fame. It replaces the dark red label with racehorses dashing around the top. The new vintages include their 1999 Cabernet Sauvignon. Their wine consultant, Kent Rosenblum, has been more active in making this wine, so we are hoping some of his magic rubs off. We, meanwhile, will be implementing our drinking program for the 1998, which is itself quite grand. The 2000 Zinfandel is just as good as the spectacular 1999 that we have been selling. We will also be bringing in the Chardonnay and Chardonnay Reserve to see if we can crack the Chardonnay market at all.

Anyway, Jim Fresquez and Susan Meyer, the winery owners and operators, will be at AZ Wine in Scottsdale for this kick-off event. It runs from 5:00 – 7:00 PM. Stop by to try the wines, get a bottle autographed and hear more about their unique winery/bed and breakfast/thoroughbred racehorse ranch.

New Location

Sunflower - 4402 N. Miller Rd, Scottsdale

Dick added the new Gilbert Sunflower last month. This month the Scottsdale branch is carrying wines from Vino Noceto, RustRidge, Chateau Benoit and Marinda Park. It's at Camelback and Miller.

Salt Cellar - 550 N. Hayden Rd

We have been looking for a second solid location to serve the Noceto Sangiovese Riserva after a couple of places kind of petered out. Dick sees the owner of the Salt Cellar Restaurant at his exercise club and has been threatening to sell wine to him for months. The month finally arrived and they are starting with the Riserva. Salt Cellar is on Hayden north of McKellips and specializes in seafood.

Event Feedback

Red Kangaroo, Chandler - October 31/November 1

Dick drew the short straw and got to pour wine on Halloween. Halloween this year did not seem to include purchasing wine. Dick told me that only 7 people were there. He also got to watch ASU lose in the rain the next day. On Saturday things were livelier. I lost count of people early on. Included in the crowd was Dawn, whom we had interviewed as a sales person. Apparently we failed the interview. In addition to the Marinda Park wines and Noceto Sangiovese Riserva that are sold at this Red Kangaroo, we sampled the Noceto Sangiovese (Normale). It was well accepted and we think this Red Kangaroo will expand their coverage of our portfolio.

A Taste of Jazz...Wine and Cheese - Sunday November 2

This event went very well. We had wines from Noceto, Westberg, Chateau Benoit, Domaine Coteau and Marinda Park. Over 100 people attended and kept Laurie and me busy most of the afternoon. Each attendee received 6 coupons for wine and could sample each wine with an extra taste of their favorite, or take 6 tastes of one wine, or whatever. It was amazing how quickly a black market in coupons developed! We enjoyed the afternoon and the feedback is that not only did those attending enjoy it, but also the charity (Assistance for Independent Living) netted \$1000.

New sales person - Alison Glenn

We first met Alison on a Colorado River rafting trip. She signed up for this newsletter and she has been to many of the events since then. She has been watching our business with more than an epicurean interest for some time and finally has decided to participate. She lives in Mesa and will be taking over most of my accounts in Phoenix and Scottsdale.

Farewell former clients

We have been in business long enough to see places come and go - at least as clients. Our very first client, **Territorial Bar and Grill** in Cave Creek, has gone through two changes in ownership since we started supplying them wine. They have been having somewhat of an identity crisis, trying to decide between being a serious restaurant, a grill, a sports bar or biker bar. At one time the Normale was poured by the glass there and sampled to anyone who asked for a red wine. That was good for us. Now it's clear that the "bar" personality is winning and wine interest has sunk to zero. Finally they decided not to order any more of our wine no matter how many tacos we ate on "Taco Special" Thursdays.

More disappointing was **Basis - An American Bistro**. They started out with good food but a lackluster wine selection. We thought we could help them add some excitement on the wine menu, but now they have told us they want to focus on wines that have name recognition. I think they are not willing to train their staff to hand-sell delicious but unknown wines. So if you are looking for a wine adventure beyond what your supermarket offers, this doesn't look like the place to go.

Finally, **Crew** at El Pedregal in Carefree turned up missing one day. Fortunately for us we had cashed their check already. Some of the employees were less lucky; they had worked several weeks without pay.

Rambling

The **Duck and Decanter** is a store that I have not been doing a good job of servicing of late. I stopped by to talk to Michael last week. He is out of Frivolo and told me that people ask for it by name - perhaps brand recognition is a possibility. He was also telling me about his rim-to-rim hike this year and his rim-to-rim-to-rim hike a couple of years ago. ("Rim-to-rim" is a Grand Canyon day hike that starts on one side, goes all the way down across the Colorado River and up the other side - about 24 miles.) This guy is fitter than I can imagine. Stop by and chat to him about it. He runs a fun bar.

Cin-cin, alla salute!

Richard and Laurie

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