

Subject: Wine at Orangewood Consulting 44, December 2nd, 2003

Sent: Tuesday, December 2, 2003 8:52 PM

To Our Wine Aficionados,

Introduction

As of the beginning of December, we have moved forward with our wine portfolio expansion. We now represent 4 additional wineries. Our sales coverage has expanded again and we feel we are poised for serious growth. Stay tuned...

Box Score

New Retail Outlets:	1
New sales people:	1
New wineries:	4

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Events

Sierra Foothills Kickoff - New wines sampling - Nello's, Tempe December 9th, 4:30 – 6:00 PM

Our wine consultants are planning to pour most of the wines from our new wineries (see below). You will be able to sample the wines, purchase a bottle to have with dinner or to take with you. You can also place orders for cases of wine if you wish to stock up for the holidays.

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

As I said last month, 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

Classic Italian - 1030 East Baseline Rd #156, Tempe

If you head West from where Loop 101 crosses Baseline Road, you get to wonder who figures out the road numbering. Ignoring that, after you pass Rural Rd you can look out for the Lake Country Shopping Center. It's a collection of furniture stores including Tres Amigos where all kinds of neat Mexican furniture can be found. Tucked at the East end of this shopping center is a clock under which is the Classic Italian Pizza restaurant. One of Howard Seftel's top pizza places in the Valley of the Sun, this small restaurant is run by Marijana and Azhar Began. They have a wood fired oven and know how to use it. They now have some good wine, too - they have started with Noceto and Westberg.

New Sales Person

David Zurowski

David recently moved from the Napa Valley to Prescott. When he looked for Arizona wine distributors, Orangewood showed up in his internet search. David read all the newsletters and still sent me his résumé. We met at Nello's, because it's a tradition, and made sure that he liked the Noceto Sangiovese - a requirement. He is now signed up as our newest wine consultant and will be paying attention to the Prescott and Sedona markets right away and the Flagstaff area subsequently.

New Wineries

Young's Vineyard

Young's Vineyard is located about a mile west of Vino Noceto. Dick and I visited the winery in August. Even though we thought we had an appointment, we could not get in. Jim Gullett, from Vino Noceto, helped us break the code and we were welcomed by Stell Young. I'm not sure who owns the winery, but Stell is the Dad and tends the grapes and usually answers the phone when I call. Steve Young seems to be the "business manager". Dick and I met with both of them that day. They were anxious to do business. We agreed to distribute their wines in Arizona and they gave us half a case of their wine to drink. In addition to their wines being spectacular, the packaging is outstanding. Steve's sister designs the labels featuring harlequin figures. Steve's wife runs the tasting room - when they have wine to sell. In the past they have typically sold out their wine in a weekend or two to Sacramento residents who are in the know. Initially we are bringing in only their Syrah and Barbera because the Cabernet Sauvignon and Zinfandel are sold out. We should get some of those in the spring.

Granite Springs Winery

This winery is further east in an area called Fair Play. Fair Play has a number of small wineries, one of which is Granite Springs. They have a large selection of wines, several of which we brought back to Phoenix for the September tasting. Initially we are offering their Sierra Reserve Red and their Estate Merlot. These wines are very tasty and very reasonably priced. The labels feature a quail - we're seeing a lot of them around our Cave Creek house. Quail that is. Another of the wines that we may offer in the future is a Petit Syrah Port - we tasted it with a little chocolate concoction. Yum! Granite Springs was started in 1981 and bought by Jon Latcham in 1984. He is also the owner of...

Latcham Vineyards

These vineyards are a few minutes drive from Granite Springs. Jon started them in 1981 and had his wines made at Granite Springs. He still gets the wines made at Granite - but now owns both. Latcham Vineyards also have a large selection of wines. We have whittled down our initial offering to their Cabernet Franc, Sauvignon Blanc and a Muscat Canelli. This Muscat is reminiscent of the Noceto Frivolo - but is heavier and sweeter.

Hyatt-Baumbach Wines

Ron Hyatt is a teacher; Neil Baumbach is a doctor. They both love wines and wine making and have been making a small amount of wine in an old winery in their spare time. They tend and harvest the grapes and do all the wine making themselves - a labor of love. Hyatt-Baumbach produces small quantities of Barbera, Merlot and Zinfandel. This wine may be hard to find, but it will be worth the search.

Cin-cin, alla salute!

Richard and Laurie

Richard (newsletter writer) and Laurie Corles (editor)
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