

Orangewood Wines

Small Wineries, Great Wines

Volume 5, Issue 1

February 2, 2015

Introduction

Well here it is, 2015, and the first issue of Volume 5 of our newsletter. I got just a little feedback from you last year when I floated the idea of a new format. It took a little longer than I had in mind, and it is still a work in progress. Your feedback on the revised format is welcome.

First Press Arizona

Once a year the local National Public Radio affiliate (KJZZ) holds a wine dinner and auction. They have 20 - 30 tables, each sponsored by different wineries. The guests at the table learn about the winery and their wines. This year six of the tables are sponsored by wineries that Orangewood represents. We have Frank Family, Jeff Runquist, Paul Mathew, Reynolds Family, Titus and Vino Noceto. If you are local, you have probably heard the radio spots mentioning them. There is an opportunity to taste wines from all wineries attending prior to dinner, not to mention the auction. It's a fun time, I hope to see you there. For more information and to buy tickets, visit the [First Press website](#).

New Winery - Vinair

Vinair was started in 2007 by Bill Passey, who was offered grapes from the famous Larkmead Vineyard in Napa Valley. The offer was made by renowned Napa Valley viticulturist Kelly Maher. Why would Kelly offer Bill grapes, you might ask. The answer is that they had been eating, drinking and cycling together for several years, and on the basis of that relationship the offer was made. Kelly also introduced Bill to Douglas Danielak, the winemaker at Paras Vineyard. Vinair focuses on Bordeaux varietals with "True Companion" Cabernet

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New Customers

[Café Monarch](#)
6934 East 1st Avenue
Scottsdale, AZ 85251
(480) 970-7682

[Casino del Sol](#)
5655 West Valencia Road
Tucson, AZ 85757
(855) 765-7829

[Cider Mill](#)
7240 East Main Street
Suite C100
Scottsdale, AZ 85251
(480) 994-1369

[Crowne Plaza, PHX](#)
4300 East Washington Street
Phoenix, AZ 85034
(602) 273-7778

[Jackson Tavern](#)
2900 North Swan Road
Tucson, AZ 85716
(520) 647-9434

[Jade Palace](#)
8876 East Pinnacle Peak
Road, Suite 104,
Scottsdale AZ 85255
(480) 585-6630

[Kierland Smoke & Cigar](#)
6501 East Greenway Parkway,
Scottsdale, AZ 85254
(480) 951-2000

Sauvignon and Malbec, and "Sunward" a Bordeaux blend. Bill has been self distributing to one place (D'Vine) in Arizona, but feels they can do better. Read more at their [website](#)

Topic of the Month - Warehouse

Our warehouse is interesting in a number of ways. While we use the kind of shelving that you see in warehouse stores, our shelves do not go inordinate heights. The layout and strategy has evolved



over our nearly 15 years of operation. One of the early thoughts was to avoid use of fork lift trucks in the warehouse storage area (we do have one to unload trucks). I knew that I did not want to operate a fork lift myself - I knew I could do more damage in 5 minutes than we could ever afford - this thought was confirmed as I watched a fork lift operator failing to load a pallet into a delivery van with cases of wine crashing to the ground. A second thought was to make things as easy as possible, physically, for the people loading the shelves after an incoming shipment and unloading them for delivery. There are only two shelves - the lower one off the ground so we don't have to bend so far, the upper one low enough that we can reach cases without the use of a step ladder. This has helped us achieve our goal of no injuries and has reduced our broken bottle count to perhaps 30 bottles over 15 years. One question used to nag me: am I wasting space by not having 4, 5 or 6 shelves? After widening the aisles to accommodate a fork lift truck, and going to 5 shelves high, you do get about a 50% increase in shelves, but not the 250% that you might expect. A final thought is use of the systematically chaotic shelf allocations. By insisting that we pick wines from the shelves by shelf number rather than by winery and varietal, we have cut our picking error rate to almost zero. I read recently that Amazon has the chaotic system for the same reason. Perhaps I should be thinking about drones for delivery too!

Rambling

Around the middle of December we had our annual Orangewood Wines' Christmas party. We tried to get a picture of all the sales team, but Cecilia had



to leave early and Mel arrived late, Diane was bottling wine and Stanley was freshening his drink. None the less, we did get a shot with most of the Phoenix Metro area

[Phoenix Wine Storage](#)

6047 North 16th Street,
Phoenix, AZ 85016
(602) 633-1896

[Sedona Elks Lodge](#)

110 Airport Road,
Sedona, AZ 86336
(928) 282-7571

[Tubac Golf Resort](#)

1 Otero Road,
Tubac, AZ 85646
(520) 398-2211

Sales Consultants looking as if they are having a good time. It does include Laurie and I, who are not strictly on the sales team, but we have been known to peddle from time to time.

On a separate subject, I was diagnosed with prostate cancer just before Halloween. That pesky prostate has now been removed and no trace of it remains according to the follow up blood test. Phew, I live to ramble another day.

The Rambler rambles on...

Cheers,

Richard (newsletter writer) and Laurie (editor)
Orangewood Wines

Orangewood Wines | 480-488-4794 | richard@orangewoodwines.com |
<http://www.orangewoodwines.com>
5075 E New River Rd
Cave Creek, AZ 85331