

Orangetwood Wines

Small Wineries, Great Wines

Volume 6, Issue 3

April 30, 2018

Introduction

I started this newsletter yesterday, but it was lunacy to think I could finish it when the moon was full.

Summer is upon us. We have seen some 100 Fahrenheit degree days and we have nights where we have to keep the windows closed and the air conditioning running. Soon every day and night will be that way as we hunker down. There is a commensurate drop off in sales through the summer months, but, fortunately, with 17 years of data to guide us, we know what to expect. By the same token (meaning using the same ticket on the next bus) we can tell that our core continuing business grew substantially in April. Cheers!

New Winery: Fritz

"Fritz", also known as "Fritz Underground Winery", was built on part of the northern-most vineyard in Dry Creek, Sonoma. The land was purchased by Arthur Fritz. In the late 70's the winery was built into the side of a hill at the top of the estate. Arthur designed the facility that benefits from being underground with three levels: naturally cool temperatures, ideal for wine making and cellaring, and gravity, rather than pumps, moves the juice from the crush pad down to the tanks and barrels, saving energy (and gravity is more gentle than using pumps).

Fritz is now run by Clay Fritz (Arthur's son), with Brad Longton as the resident winemaker. They have their own Dry Creek Estate fruit and also purchase fruit from vineyards in the nearby Russian River Valley.

We now have Fritz wine in our warehouse. Clay Fritz was here last week getting us pumped (actually he was more gentle than that) to sell his wine.

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New Customers

[Mary D Fisher Theatre](#)

2030 West State Route
89A, Suite A-3
Sedona, AZ 86336

[Piezanos Rustic Pizza and Wine](#)

2921 E Fort Lowell Rd
Suite 101A
Tucson, AZ 85716
(520) 325-3446

[Rancho Pinot](#)

6208 North Scottsdale
Road
Scottsdale, AZ 85253
(480) 367-8030

Rambling

In our quest for growth, we first have been looking to our current suppliers to help us sell more of their wine. They have been very supportive - and this has led to the substantial growth we saw this month. We will continue that push and also look for underserved wineries. The first one of these is Fritz. Our friendly wine bar owner (that would be Ali at Uncorked) let us know that she has visited the winery and loves the wines, but has not had anyone offering to sell them to her. Fritz has involuntarily changed distributors several times in the last few years due to the so-called distributor consolidation. It's easy to be lost in a distributor's book of 2000 or more wineries. They were underserved. Enough said.

The Rambler rambles on...

Cheers,

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

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