

Orangewood Wines

Small Wineries, Great Wines

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Introduction

Usually this "Newsletter" tries to err on the side of education and entertainment. This month, however, we have a couple of actual news items.

New Sales Person - Taylor Powers

Originally qualified as a dental assistant, Taylor had to reassess her plans when Covid-19 closed down that path. She has been helping manage her mother's restaurant and learning about wine. Taylor brings her sales experience and interpersonal skills, along with her enthusiasm for wine to Orangewood. She has taken over the East Valley territory.

Lingua Franca Winery - Bon Voyage

Three years ago, Lingua Franca had been evaluating distributors to represent them in Arizona and chose Orangewood Wines for the job. To launch the brand in our state, Larry Stone, the owner of the winery and Master Sommelier, came to meet our team and customers. It was a wonderful beginning to the relationship, which continued to be great throughout the three years.

Earlier this month we learned from Larry that he has sold the winery to Constellation Brands. After dealing with the pandemic and an entire vintage lost to fires, he needed to find more investment to increase production and to ensure a future for the winery. Larry was able to save his entire winery team. He will also continue to run the winery and be the face of Lingua Franca for years to come. We are saddened to lose the opportunity to represent them in Arizona, as Constellation uses another company as their distributor throughout the country.

The team at Lingua Franca was a delight to work with. Five of their team members made many successful visits to Arizona and we had fun sharing stories and laughs.

It has been an honor to represent the world class wines that Lingua Franca produces and to have been one of their partners. We wish them the best on their new path.

The Rambler

I was thinking back to when Laurie and I started Orangewood. Technology advances have been continuous. After we hired our first delivery person, we would send him invoices by fax. Yes, the heat sensitive paper in a roll kind. If we needed multiple copies, we transmitted multiple times. When it came to recruiting our first sales-person (yes, Dick, that's still you), he asked if he had to wear a pager. Who remembers pagers? You know, you get paged and go find a pay phone to call whoever paged you. Who remembers pay phones? Back then GPS was something that could be connected to a laptop. Then we got these baseball sized units with a 2 inch screen. You could select a location using a thumbwheel to select letters, later we found we could download the map coordinates into it. It was a vast improvement over going to the Wide World of Maps every year to get the latest book. One of our drivers at the time had a poor sense of direction. GPS cut down our delivery hours substantially. I still had a Walkman with cassette tapes. (One of my favorites was a Peter Gabriel album.) So, I am wondering what will make our smart phones/watches seem archaic 20 years from now.

The rambler rambles on...

Cheers,

Richard and Laurie
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