

Orangewood Consulting

Introduction

I am trying to keep this newsletter on a two-month cycle. So far so good. In the last two months we have upped are marketing approach. We also spent a week on Maui, one of the Hawaiian islands.

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We have now moved to Phase 2 of our marketing program. Instead of waiting for the phone to ring, I made two targeted calls people in places where I thought I could add value. One of the calls resulted in the offer of a beer, the other is still in process. If you think you should have received a call, you can still pick up the phone! (602.410.3774).

The Rambler

In the last newsletter I appealed for help with figuring out where a mystery book had come from. The book "Big Macs and Burgundy" arrived with no indication from where it had come. Steve suggested that I might see a plethora of people claiming to have sent it. Fortunately that has not been the case. One person, Kay, said she sent it as a birthday present for Laurie. That explained why it was addressed solely to Laurie. It is a fun book from many perspectives. The primary author, Vanessa Price, has written a column for the New York magazine for a long time. Before that she has been in the wine business for ever. Besides having lots of good ideas for bizarre wine parings, she includes some of the reasons that wine will go with certain foods. She also includes a lot of personal anecdotes about her experiences in the wine business. For example, she explains how she tried Sancerre with many foods including everything from the supermarket frozen food aisle before concluding that Cheetos are a great match. The point for me is not to use the book as a reference, though it can be used that way, but as an inspiration to have fun with wine and food pairings.

On a different topic our "house beer", Fat Tire, has just been reformulated. Here they are 2 years into being acquired by a huge beer producer who thinks that the flagship wine can be improved. The new version is a lighter colour and has a little less malt. It's to appeal to the younger beer drinks apparently. Has no one told their marketing people. That when you make a change it gives every existing customer to re-evaluate their choice. We will certainly to exploring their competitions' offerings.

Finally, I wanted to comment on the recent meta-study on alcohol consumption. I have read two reviews of the study that put their own spin on it. The one said that moderate amounts of alcohol are not beneficial to your health, the other said that moderate amounts of alcohol are not detrimental to your health. In my mind drinking alcohol is a choice. Just as pairing it with Cheeto's is a choice.

Coatimundi

Hawaii

The Rambler rambles on...

Cheers,

Richard and Laurie
Orangewood Consulting

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