

Subject: *Orangewood Wines News No. 11, November 8th, 2004*

Sent: *Monday, November 8, 2004, 7:13 AM*

To Our Wine Aficionados,

Introduction

Box Score

New restaurants/bars:	4
New retail outlets:	5
New sales people:	0
New wineries:	0

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Upcoming Events - <http://www.orangewoodwines.com/wine-events.htm>

November 19/20	Red Kangaroo, Chandler
December 1	Nello's, Scottsdale

New Restaurants and Retail outlets

Based on the additions, it seems that Craig, our new sales person, is doing a great job. The Sunflower market is a new one down in Tucson and was actually snagged by Dick, who has been working with the corporate buyer!

- Acacia at St Phillips - Tucson
- AJ's - Mesa
- AJ's - Paradise Valley (Camelback & 44th St)
- Beverage House I - Tucson
- Kingfisher - Tucson
- Magee Road Liquors - Tucson
- Nonie - Tucson
- Plush - Tucson
- Sunflower Market - Tucson

Rambling

We have been pretty hectic. On the personal front, some of you may have heard that Laurie did a face-plant dismount from her horse, Splashy, two weeks ago. With a broken nose, black eyes and whiplash, she was in major pain for a while. However, she was fortunate to have found the softest spot on the trail to land. She continues to be stiff from the whiplash, but everything else is mending fast and she's as beautiful as ever.

On the business side we continue to grow and we continue to fix things as they break. In October we recognized that we had outgrown Greg's pick-up truck for deliveries, so we purchased what we think of as a light van so he can comfortably deliver 20 cases of wine at a pop. The light van is actually a Scion xB. It's a Toyota made "station wagon" that is pretty comfortable for 4 adults and does over 30 mpg around town. It's kind of a retro Japanese style, poor man's Hummer, and Laurie picked Wine Red as the color (actually it's called Black Cherry Pearl, but what do they know?). We started calling it the Wine-mobile, but are considering calling it the Wine Box instead. Laurie liked it so much she didn't want to give it to Greg - who lives on the opposite side of town. Greg told me it's beautiful. He's taken it to Tucson and Prescott, as well as toodling around the Phoenix metro area.

In addition to the new placements in Tucson, we are aggressively pursuing a number of new accounts in the Phoenix area. With "the season" starting, we are also focusing on getting our existing accounts to push our wines and to carry more of our brands.

On a sad note, yesterday I went along to the final day of the existence of the Red Kangaroo in Scottsdale. Diane and Gary have struggled with this business for several years and finally found an exit strategy. We wish them well.

Cheers!

Richard and Laurie

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