

**Subject:** *Orangewood Wines Newsletter - Volume 3, Issue 14 – November 19th, 2007*  
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## **Introduction**

Happy Thanksgiving! Here it is mid-November and time to announce a subdued (from a wine sales standpoint) start to the holiday season. Patricia Green Cellars has released their 2006 vintage Pinot Noirs, and many of Arizona's fine wine stores and restaurants have it in stock, just in time to pair with Tom Turkey. If you are not one of them, call me - there's still time.

## **Box Score**

New Restaurants:	3
New Retail/Wine Bar Outlets:	4
New Sales People:	0

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## **New Restaurants**

### **[Cattleman's Bar and Grill](#)**

669 East Sheldon Street  
Prescott, AZ 86301  
(928) 445-4300

### **[Fireside Grill](#)**

12800 North Saguaro Boulevard  
Fountain Hills, AZ 85268  
(480) 816-9190

### **[Nando's Mexican Café](#)**

3519 East Baseline Road  
Gilbert, AZ 85234  
(480) 633-1313

## **New Wine Store/Wine Bar Outlets**

### **[AJ's Fine Foods at Lone Mountain](#)**

31311 North Scottsdale Road  
Scottsdale, AZ 85266

### **[Grapeables](#)**

12645 North Saguaro Boulevard  
Fountain Hills, AZ 85268  
(480) 816-5959

### **[La Vina](#)**

12 Plaza Road  
Tubac, AZ 85646  
(520) 398-8142

**Vino 100**

10110 North Oracle Road  
Tucson, AZ 85704  
(520) 575-8466

**Rambling**

When Laurie and I started distributing wine in 2001 we had a business plan that had both of us doing the work of buying, warehousing, selling, delivering, billing, administration and so forth. As time went on we found that we could not stretch to do some of the things. We fixed things as they broke. We are now six times bigger than our original business plan, and things continue to be stretched to the limit in different areas. One such limit has been my recognition that I have to be more of a sales manager and focus on recruiting and training. I can no longer run around like the proverbial one legged man in an ass kicking contest. So, I have severely limited the number of my accounts, and put more effort into teaching our sales team about our portfolio and philosophy.

The rambler rambles on...

From all of us at Orangewood Wines,

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