



Fact Sheet

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- ABOUT** Micro-boutique, un-domaine and always open by reservation for winemaker-hosted tasting experiences limited to one group at a time, Bells Up Winery composes handcrafted, classically styled Pinot Noir, Rosé, Pinot Blanc, Seyval Blanc, and Syrah with grapes sourced exclusively from its estate, and from micro-sites in the Willamette Valley and Eastern Oregon. The winery makes approximately 500 cases annually.
- THE NAME** The name “Bells Up” refers to a dramatic moment in classical music where the composer instructs French horn players to lift the bells of their instruments up and project sound with maximum intensity. Bells Up’s winemaker and owner Dave Specter—a French horn player who performed through high school and college—says the winery is his “Bells Up” moment.
- HISTORY** After more than a decade of success as a corporate tax attorney in Cincinnati, Ohio, Dave Specter was emotionally and physically spent. His wife Sara convinced him to leave the profession and they turned the hobby that brought him joy—winemaking—into his new career. The pair had fallen in love with Newberg and the Willamette Valley while on vacation in 2008, subsequently moving here in 2012 and establishing Bells Up in 2013. The first wines were released Memorial Day 2015, coinciding with the opening of the estate winery/tasting room. The on-site production facility was built and equipped in time for 2019 harvest.
- WINEMAKER** Winemaker and owner Dave Specter and his wife Sara began making kit wine in their basement in 2006 on their five-year wedding anniversary. Dave, a corporate tax attorney, fell in love with winemaking. He left his legal career in 2009 to work as an unpaid cellar rat to award-winning winemaker Joe Henke of Henke Winery in Cincinnati. Joe mentored Dave for three years, during which time Dave enrolled in the Washington State University online enology course, earning a certificate. In 2011, Dave won two amateur national winemaking competitions with two different wines in two months; a year later the Specters relocated to Newberg. Dave worked fall 2012 harvest under Bryan Weil, winemaker at Alexana in Dundee, and studied viticulture in 2013 in the Chemeketa Community College program. He also served as a member of the board of the Chehalem Mountains Winegrowers Association.
- ESTATE VINEYARD** A former dead Christmas tree farm, Sara Specter purchased the unlisted property—just north of Newberg in the Chehalem Mountains AVA—in November 2012. The 9-acre vineyard is being planted in phases as finances permit. Three acres of Pommard and Dijon Clone 667 were planted spring 2014; the Willamette Valley’s first planting of a 0.5-acre of Seyval Blanc occurred in spring 2015; 2.5 acres of Wadenswil, 113 and 943 were added in spring 2016. The first estate harvest was fall 2017. In fall 2020 the Seyval Blanc block was expanded and an obscure Northern Italian varietal added in a new block. Pinot Blanc will be planted fall 2021.
- WINES** Bells Up makes Rhapsody Pinot Blanc, Titan Willamette Valley Pinot Noir, and Firebird Walla Walla Valley AVA Syrah. Single-vineyard Reserve Pinot Noirs are Villanelle Tonnelier Vineyard (Yamhill-Carlton AVA) and Candide Nemarniki Vineyard (Chehalem Mountains AVA). In 2017 Prelude Rosé of Pinot Noir was sourced from the estate vineyard for the first time. 2018 Helios Seyval Blanc, the first in the Willamette Valley and second in Oregon, was released in spring 2019. 2019 Jupiter Estate Pinot Noir debuted in spring 2020.
- TASTING** Bells Up offers seated private tastings exclusively for one group at a time by reservation, hosted by winemaker Dave Specter daily, year-round. Barrel samples and vineyard tours frequently occur. Tastings are \$30 per person, waived with a \$75 per person wine purchase, and include the current line-up (typically five wines) and sweeping views of the estate vineyard, Newberg, Dundee Hills and south to the Eola-Amity Hills.
- AVAILABILITY** Bells Up wines are available for purchase exclusively through the tasting room. Orders are accepted by phone or email. The winery ships throughout the U.S.
- MEDIA CONTACT** Carl Giavanti, 971.221.4212, carl@carlgiavanticonsulting.com
Media Kit, Wine Tech Sheets, Photos, Complimentary Media Tastings and more available upon request.