

19th September Hitting All The Notes With Dave Specter Of Bells Up Winery

*"We all have two lives, and the second begins the moment we realize we only get one."- Confucius*

Dave and Sara Specter answered simultaneous wake up calls a decade ago. He was burned out from ten years of practice as a corporate tax attorney. She was suffering through her professional mentor's losing battle with pancreatic cancer at age forty. Both realized that life was too short. Changes would have to be made. Wine became their vehicle.

A home winemaking kit started the journey. Dave soon immersed himself in the amateur vintner scene of Cincinnati, Ohio. Mentorship at a commercial winery and work at a retail wine shop in the Queen City followed. After winning two prestigious amateur winemaking competitions, the Specters were ready to take the leap into the wine business.

Bells Up Winery was launched in Newberg, Oregon in 2013. The succeeding eight years brought challenges that included clearing their land of dead Christmas trees and bramble, planting a vineyard, establishing the brand, and networking with neighbors. Oh, and a global pandemic was thrown in for good measure.

The Bells Up hospitality model of intimate, seated tastings and direct sales sets them apart from most wineries. Sara and Dave believe in growing their business one visit at a time. While a lot of places are moving to tastings by appointment only, that mode is old hat at Bells Up. This is a place where you will always see an owner and winemaker in the front of the house. We caught up with Dave recently to hear more of the story.



[\[https://1.bp.blogspot.com/-tWwm0gHiWUs/YQ7k-](https://1.bp.blogspot.com/-tWwm0gHiWUs/YQ7k-)

*The Wine Write: How did you become interested in wine?*

*Dave: When I was in graduate school and law school I was lucky to have friends that were a little bit older. They weren't wine snobs by any means, but they knew how to get a good bottle of wine at a good price. I soon realized that wine had a special ability to bring people together. I had a friend who was living in Germany. I flew over there after taking my bar exams. She and her husband took me down to the Burgundy region in France. We did a lot of tasting there. The best wines we had were these non-labeled bottles that came from local co-ops. The wine was put in carafes for a few Euros. People would gather around. The wine was shared along with stories. We made new friends. Wine has the ability to bring the best out in people. I started to get more into wine at that point. That interest continued over the years, but at that time of my life I wasn't remotely considering making wine. I was purely a consumer.*



[[https://1.bp.blogspot.com/--](https://1.bp.blogspot.com/--vVuQ21NP0w/YQ7IOkmnywI/AAAAAAAASxg/uQfgf-vn0LAtKSATzogJN9ygeoYvzZWCwCNcBGAsYHQ/s2048/230734290_4325141234204371_7747724384640713826_n.jpg)

[vVuQ21NP0w/YQ7IOkmnywI/AAAAAAAASxg/uQfgf-](https://1.bp.blogspot.com/--vVuQ21NP0w/YQ7IOkmnywI/AAAAAAAASxg/uQfgf-vn0LAtKSATzogJN9ygeoYvzZWCwCNcBGAsYHQ/s2048/230734290_4325141234204371_7747724384640713826_n.jpg)

[vn0LAtKSATzogJN9ygeoYvzZWCwCNcBGAsYHQ/s2048/230734290\\_4325141234204371\\_7747724384640713826\\_n.jpg\]](https://1.bp.blogspot.com/--vVuQ21NP0w/YQ7IOkmnywI/AAAAAAAASxg/uQfgf-vn0LAtKSATzogJN9ygeoYvzZWCwCNcBGAsYHQ/s2048/230734290_4325141234204371_7747724384640713826_n.jpg)

*The Wine Write: So how did you get started making wine?*

*Dave: That began in 2006. Sara and I were going through some challenges then. We had just been through a late term miscarriage and went to see a counselor to help with that. It was suggested that we get involved in a joint hobby. We enjoyed wine and knew that there were kits that allowed you to make your own wine. We started there. We bought a kit.*

*We then signed up for a class. That got us hooked. We made wines from those kits. They weren't phenomenal wines, but they did give us the opportunity to learn what a ferment looks and smells like. It gave us a small taste of what wine production was about. That fascinated me. In my law career there wasn't a lot of opportunity for creativity. I was doing a lot of transaction work. Oftentimes that work had a negative effect on some people. Making wine gave me a positive creative outlet.*

*We went from those kits to becoming part of a vintner's club in Cincinnati. We had access to some pretty good grapes from California, the Finger Lakes, and Ohio. We started to make more wine. As most amateur winemakers will tell you, it gets out of control very quickly.*



[\[https://1.bp.blogspot.com/-](https://1.bp.blogspot.com/-xZF9x5NCtb8/YQ7IW2DuICI/AAAAAAAAASxk/g8pv5LMey4oukP1-ohzdOs9R5ZC54gkfQCncBGAsYHQ/s840/DaveOompaLoompa-500x400.jpg.webp)

[xZF9x5NCtb8/YQ7IW2DuICI/AAAAAAAAASxk/g8pv5LMey4oukP1-ohzdOs9R5ZC54gkfQCncBGAsYHQ/s840/DaveOompaLoompa-500x400.jpg.webp\]](https://1.bp.blogspot.com/-xZF9x5NCtb8/YQ7IW2DuICI/AAAAAAAAASxk/g8pv5LMey4oukP1-ohzdOs9R5ZC54gkfQCncBGAsYHQ/s840/DaveOompaLoompa-500x400.jpg.webp)

*The Wine Write: Did you have any mentors that helped you along in those early days?*

*Dave: A gentleman named Joe Henke was my biggest mentor. I worked with him for almost four years. When Sara and I decided that we would try to do this professionally, Joe agreed to take me on as essentially an unpaid intern at Henke Winery. I got to literally see everything there. Joe is a wizard. He pulled from the same grape sources that the vintner's club did. He has this old Victorian building in a westside neighborhood in Cincinnati. He makes all his wine in the basement. There's a restaurant on the first floor. He sells almost all of his wine through the restaurant. He's been doing this for over twenty-five years. He's a retired machinist and a former wine hobbyist. His path was very similar to the one I took.*

*What didn't Joe teach me? He taught me how to do more with less. He taught me the mental part of winemaking. I was coming from a career where I was used to being in control. I micromanaged everything. In winemaking you aren't in control of anything. At best you are a caretaker and a guide. You're trying to reach a range of outcomes that are good. You will drive yourself insane by trying to get to an exact endpoint with wine. Joe taught me how to release a little bit.*



[[https://1.bp.blogspot.com/-](https://1.bp.blogspot.com/-YP3PEWpDYj4/YQ7IkPb_KOI/AAAAAAAAASxo/gY_SuyZ1wQo5RTiwMk9co2BBgKXvIT9iQCNcBGAsYHQ/s500/BellsUpWinery-SaraSpecter-Vines-500x500LR.jpg.webp)

[YP3PEWpDYj4/YQ7IkPb\\_KOI/AAAAAAAAASxo/gY\\_SuyZ1wQo5RTiwMk9co2BBgKXvIT9iQCNcBGAsYHQ/s500/BellsUpWinery-SaraSpecter-Vines-500x500LR.jpg.webp](https://1.bp.blogspot.com/-YP3PEWpDYj4/YQ7IkPb_KOI/AAAAAAAAASxo/gY_SuyZ1wQo5RTiwMk9co2BBgKXvIT9iQCNcBGAsYHQ/s500/BellsUpWinery-SaraSpecter-Vines-500x500LR.jpg.webp)]

Sara Specter

*The Wine Write: Tell me about making the move to Oregon.*

*Dave: After about three or four years, Sara and I felt we could operate this business more comfortably. We were ready to get rid of the safety net. I won two big amateur competitions. At that point I think Sara decided that I wasn't going to kill anyone doing this, so it was safe to go ahead. We were looking for properties online, but it became apparent that the only way we were going to find the right place for us was by moving out here. We planned to rent a house and start to look at properties directly. We put our house in Ohio up for sale in the middle of 2011. That wasn't the best time to sell residential real estate in the Midwest. It took a year. Once we did that, we moved out to Oregon in June, 2012.*

*We started to seriously look at properties. We did look at listed properties. There is a lot of California money out there that usually gets those places. We thought our best chance to get*



*the right property for us was by networking. We had a couple of wonderful contacts in the beginning and added many more as we met people and got the word out. After about six months we got hooked up with the owners of the place we now own. They were a family with six children, the youngest of whom was a senior in high school. The timing worked for both sides. That's how we ended up here.*



[\[https://1.bp.blogspot.com/-nbUSaVjx8LE/YQ7I2xXQuul/AAAAAAAAASxw/8UVxxEQajJUzeKLAYTInvyLi\\_HjXhg8HgCNcBGAsYHQ/s600/BellsUp-PinotHarvest-092417-WineryVineyard-600x400.jpg.webp\]](https://1.bp.blogspot.com/-nbUSaVjx8LE/YQ7I2xXQuul/AAAAAAAAASxw/8UVxxEQajJUzeKLAYTInvyLi_HjXhg8HgCNcBGAsYHQ/s600/BellsUp-PinotHarvest-092417-WineryVineyard-600x400.jpg.webp)

*The Wine Write: What attracted you to the property?*

*Dave: It was a real needle in the haystack search for us. We wanted something that wasn't too big, but wasn't too small. We always intended to have a small operation. A place between five and ten acres would have been perfect. Because we have a child, we had to think hard about the property in terms of family logistics. We didn't want a beautiful vineyard property that was so far away from a town and schools that raising our daughter would be difficult.*

*There are so many amazing things about our place. We are only about five minutes from downtown Newberg. We are five minutes from a big grocery store. Our schools are only a bit further away. Everything is very livable. We are also close to the Allison Hotel, our area's five star resort. There are a lot of bed and breakfasts and vacation rental homes nearby. All of those places can refer visitors to us.*

*The property itself has a lot going for it. It was a mess when we got here. It was covered in dead Christmas trees and massive amounts of blackberry bramble, but you could still see that this was a perfect vineyard site. We have Jory soils that do wonderfully with grapes. There is a perfect south facing slope. We have a little elevation ranging between four hundred thirty to six hundred fifty feet. We sit right next to the Medici Vineyard. That is one*

*of the oldest vineyards in the Willamette Valley. When we started to add all this up, we realized that we just needed to get in here and do a lot of hard work to get it going. We could see the potential here.*



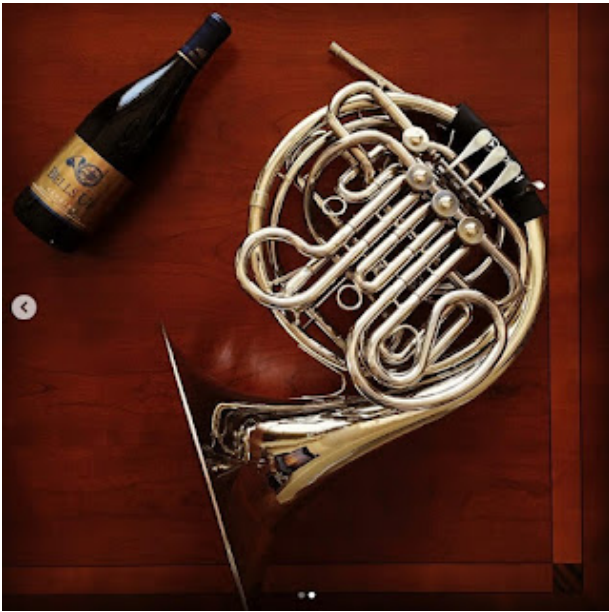
[\[https://1.bp.blogspot.com/-uXNSsNgyses/YQ7mCnlxC0I/AAAAAAAAASx0/6uhsVLJvfLoGnNK-3\\_YScBAnN9Y-qgeXgCNcBGAsYHQ/s672/BellsUpHarvest2019-SaraDave-092919-1920x1282.jpg.webp\]](https://1.bp.blogspot.com/-uXNSsNgyses/YQ7mCnlxC0I/AAAAAAAAASx0/6uhsVLJvfLoGnNK-3_YScBAnN9Y-qgeXgCNcBGAsYHQ/s672/BellsUpHarvest2019-SaraDave-092919-1920x1282.jpg.webp)

*The Wine Write: How scary (or exciting) was making that jump to the West Coast from Ohio?*

*Dave: There's always some degree of trepidation there. We laid about as much groundwork as we could going into this. In addition to working with Joe Henke, I spent some time working in a wine shop back in Cincinnati. That allowed me to learn the retail side of the wine business. After we moved to Oregon, I did a harvest internship at Alexana Winery in Dundee. That's a wonderful winery. I got to work with Bryan Weil and Lynn Penner-Ash there. As you know, Lynn is a legend in this community. Getting to work with both of them gave me a lot of confidence. I also took a year of viticulture classes through Chemeketa Community College. That's a fantastic program that allows students to get hands-on in a vineyard. We did everything from pruning to harvesting in their student vineyard. While we knew that we would hire a crew to do the actual hand labor, we wanted to be able to identify issues in the vineyard. We are living here. We can see things and ask questions. We've kept ourselves out of trouble that way.*

*So I think we were pretty prepared. The biggest thing we had to overcome after getting through the initial work was dealing with the raw number of wineries that exist here. This is a great community. People are very supportive, but the fact is that there are six hundred other wineries in the Willamette Valley. There are a lot of us vying for people's attention. Sara has been fantastic on the marketing side of our business. We have developed a lot of great relationships with other wineries, industry people, and hospitality people. There was a lot of*

*networking done to get us going. We've been at it now for six years. We can really see the results of those efforts now.*



[\[https://1.bp.blogspot.com/-jOneM9hXCMk/YQ7mN5-1AQI/AAAAAAAAASx8/2Fcsv5hS424Ag\\_oK8b-QJjMME6aZMu1kQCNCBGAsYHQ/s897/225890818\\_4312301008821727\\_7804651892514185176\\_n.jpg\]](https://1.bp.blogspot.com/-jOneM9hXCMk/YQ7mN5-1AQI/AAAAAAAAASx8/2Fcsv5hS424Ag_oK8b-QJjMME6aZMu1kQCNCBGAsYHQ/s897/225890818_4312301008821727_7804651892514185176_n.jpg)

*The Wine Write: What was your vision for Bells Up?*

*Dave: We were looking to replicate what we saw in the small wineries we first visited here in 2008. We loved going to the smaller, more intimate wineries. We enjoyed sitting down and talking with the owners and winemakers. Back then you could do that even in places that weren't necessarily by appointment only. Most people spent more time then in the front of the house. We knew that wine brings people together. Our goal was to sell wine by building relationships. Obviously you need to make great wine, but there's a lot of great wine made in the Willamette Valley. Great wine is a starting point. Beyond that is how you treat your customers and how you take care of people.*

*We wanted people who emailed or called us about a visit to know who they would see. It was either going to be Sara or me. We didn't want employees. Getting into that position creates layers between yourself and your customers. There's also all the administrative work that goes along with employing someone. We knew we would have to stay small to adhere to this model. And that's okay with us. Our business won't get away from us like it sometimes can.*



[[https://1.bp.blogspot.com/-](https://1.bp.blogspot.com/-UlikDpCqAZE/YQ7mXdB7GpI/AAAAAAAAASyE/WaHOcuYFhvoFg8a6gQ4p2UBLPH3vksVMQCNcBGAsYHQ/s220/buw-logo-wtcas-220x200.png)

[UlikDpCqAZE/YQ7mXdB7GpI/AAAAAAAAASyE/WaHOcuYFhvoFg8a6gQ4p2UBLPH3vksVMQCNcBGAsYHQ/s220/buw-logo-wtcas-220x200.png](https://1.bp.blogspot.com/-UlikDpCqAZE/YQ7mXdB7GpI/AAAAAAAAASyE/WaHOcuYFhvoFg8a6gQ4p2UBLPH3vksVMQCNcBGAsYHQ/s220/buw-logo-wtcas-220x200.png)]

*The Wine Write: What's the significance of the Bells Up name?*

*Dave: One of the first branding decisions we had to make was naming the winery. We wanted it to be personal, but we didn't want to name it after ourselves. Our egos didn't need that stroke. We wanted something that would help us connect with people, not only for the winery, but also for each individual wine. I played the French horn for twenty years. We started with that as our logo. We then named each of our wines after a particular piece of music that featured a great French horn part. That allowed us to create wines that had these personalities. We could tie the tenor of the music to the tenor of the wine. We created a Spotify playlist on the website to allow people to play the music. You can start to feel how the tone, texture, and mood of each piece connects with the wine. People can identify with that. It helps them remember each individual wine. They learn what to look for in each vintage of that wine.*

*The name came last. We had decided on our theme and were kicking around ideas. We decided to wait until we got our property. We then would tie something about the place into the name. It just so happens that our property is on Bell Road. That's a perfect tie in. "Bells up" has a very specific meaning for horn players. It's that rare time when a composer wants to create a dramatic flourish. He allows the player to lift the bell of the horn, which is normally seated on your right leg, into the air. It's your opportunity to really be expressive and play out. We get to be the stars of the show for a few moments.*





[[https://1.bp.blogspot.com/-](https://1.bp.blogspot.com/-Gw4AxTlmyAw/YQ7mh2DI0jI/AAAAAAAAASyM/1yxmjwb3kNADNFEkijspIUJSEYEbg2AJgCNcBGAsYHQ/s558/221539707_4291762494208912_1114078276604519860_n.jpg)

[Gw4AxTlmyAw/YQ7mh2DI0jI/AAAAAAAAASyM/1yxmjwb3kNADNFEkijspIUJSEYEbg2AJgCNcBGAsYHQ/s558/221539707\\_4291762494208912\\_1114078276604519860\\_n.jpg](https://1.bp.blogspot.com/-Gw4AxTlmyAw/YQ7mh2DI0jI/AAAAAAAAASyM/1yxmjwb3kNADNFEkijspIUJSEYEbg2AJgCNcBGAsYHQ/s558/221539707_4291762494208912_1114078276604519860_n.jpg)]

*The Wine Write: What style of wine are you looking to make?*

*Dave: I am trying to make each wine as versatile as possible. I want people to use these wines without stressing too much. These wines should work with whatever you're having for dinner, or if you are drinking them on their own. Just pull these out, share them, and enjoy them.*

*For my white wines and my Rose' I want a little more structure and substance. I don't oak my whites, but I do want them to have some mid-palate weight. That provides balance. There's good fruit and acidity that work in harmony. The Rose' is pretty similar. I do put it in neutral oak. I want it to be more powerful and be able to work with food. You can drink it in the summer or enjoy it with Thanksgiving dinner.*

*I'm trying to make all the red wines more elegant. There is plenty of flavor in red grapes without trying to extract every last bit out of them. I've found that if you let the grapes do their thing, you will get plenty of flavor to make your customers happy. I'm not trying to make wines with heavy tannins. Tannin structure comes as it comes. I'm looking for elegance.*



[\[https://1.bp.blogspot.com/-](https://1.bp.blogspot.com/-)

[MQhJLfk8Fwl/YQ7muihDvrl/AAAAAAAAASyU/mNUVFwxzg3QRsMDy7lgyur13j-28GiEAgCNcBGAsYHQ/s2048/125424705\\_3604240096294492\\_6671545356478912713\\_n.jpg\]](https://1.bp.blogspot.com/-MQhJLfk8Fwl/YQ7muihDvrl/AAAAAAAAASyU/mNUVFwxzg3QRsMDy7lgyur13j-28GiEAgCNcBGAsYHQ/s2048/125424705_3604240096294492_6671545356478912713_n.jpg)

*The Wine Write: You touched on this topic earlier. How difficult was it to differentiate Bells Up from all the other area wineries?*

*Dave: There are two parts of that issue. There's the actual differentiation. That wasn't as hard as getting the word out about what we are doing. There aren't many places anymore doing winemaker led tastings in a Mom and Pop shop. Even the smaller places here often have an employee hosting guests. That's not our way. Our model is appealing to visitors.*

*The bigger challenge came in spreading the word. Sara worked extraordinarily hard to get on the lists of media writers. That's what she does in her own business. She writes and does a lot of media consulting. She knows her stuff. That gave us a start. Then we started to work on getting to know a lot of the private tour companies here. We work with about a dozen of them now. We found that it was a good idea to invite the tour operators here for a private seated tasting. We were told that many other wineries were not doing that. What better way to see what your customers will experience than by doing it yourself?*

*We got out and visited other wineries. We let them know who we were and what we were doing. We wanted to establish some referral networks back and forth. We've been able to do that. We wanted to spread the word that we were here to be part of this community. We love it here. I think those efforts helped us be better received.*



[\[https://1.bp.blogspot.com/-564enuB-](https://1.bp.blogspot.com/-564enuB-)

[HHw/YQ7m5PcQSGI/AAAAAAAAASyc/3LBrjVoYtYs2a5SeKuSNg-](https://1.bp.blogspot.com/-564enuB-HHw/YQ7m5PcQSGI/AAAAAAAAASyc/3LBrjVoYtYs2a5SeKuSNg-)

[CC1QITVxFHQCNcBGAsYHQ/s2048/223015546\\_4297678780283950\\_287421726702314888\\_n.jpg\]](https://1.bp.blogspot.com/-564enuB-CC1QITVxFHQCNcBGAsYHQ/s2048/223015546_4297678780283950_287421726702314888_n.jpg)

*The Wine Write: Has COVID-19 had a huge impact on your business?*

*Dave: It's been interesting. Our model from day one has been private seated tastings with only one group at a time. So as long as we were able to be open, we could essentially operate business as usual. I wore a face shield and distanced myself at the table. When the weather allowed we would do tastings outside. I think our guests felt very safe here. The biggest thing we lost last year was summer visitors from out of town. People were not traveling. We saw maybe twenty percent of the out of town traffic we'd normally see.*

*On the flip side, we saw a lot more locals. Many of those folks had never visited us before. Many wineries people frequented here were open tasting rooms pre-COVID. Most of them switched their models to appointment only. We had people come here because they were forced to make appointments wherever they went. They opted to go someplace they had never been. We also saw a lot of regional visitors driving down from Seattle or up from California. I think our referral network and very nice online reviews from previous guests helped us, too. We came through that part of COVID okay.*

*We were closed down again in the winter of 2020. That hurt us quite a bit. We couldn't ship wine at that point because it was too cold. We sort of battened down at that point and hoped for better things in 2021. Fortunately, things did get better.*



[[https://1.bp.blogspot.com/-](https://1.bp.blogspot.com/-SIRxQDZJFXA/YQ7nE8sijgl/AAAAAAAAASyk/jjGcRkPvgcwEty5-SRhgumbIgsDKmJJ5QCncBGAsYHQ/s800/BellsUp-PrivateTasting-800x350-1.jpg.webp)

[SIRxQDZJFXA/YQ7nE8sijgl/AAAAAAAAASyk/jjGcRkPvgcwEty5-SRhgumbIgsDKmJJ5QCncBGAsYHQ/s800/BellsUp-PrivateTasting-800x350-1.jpg.webp](https://1.bp.blogspot.com/-SIRxQDZJFXA/YQ7nE8sijgl/AAAAAAAAASyk/jjGcRkPvgcwEty5-SRhgumbIgsDKmJJ5QCncBGAsYHQ/s800/BellsUp-PrivateTasting-800x350-1.jpg.webp)]

*The Wine Write: Why should a visitor put Bells Up on their itinerary?*

*Dave: We offer a private seated tasting. Virtually all the time I will meet with you. If it's a slightly bigger group, Sara may come in to help. We want to give folks access to the behind the scenes aspects of winemaking. When we started making wine, it was a hobby. It was no frills. People sometimes get the idea that winemakers are magicians. We pull that curtain back. This is something that anyone can learn to do. You need a certain set of skills, but you can develop those. Winemakers are regular people. We're just like you.*

*We can tailor our visits to what the customers want to do. Many guests are new to wine tasting. They may feel uncomfortable in a bigger winery. They may feel intimidated. We encourage our guests to ask any questions they want. There are no dumb questions. Whatever your level of wine knowledge is, we can match it. If a group is far more knowledgeable, we can geek out with them. That's great, too. You will experience nice wines, too. You may see a style that may be new to you.*



[[https://1.bp.blogspot.com/-](https://1.bp.blogspot.com/-gc3ofmBCgyw/YQ7nVwK5del/AAAAAAAAASyw/1Oen3WTw2YIc4hDKCbGlevWEAPQ4tPUAQCncBGAsYHQ/s1920/BellsUp-HornucopiaLandscape-2-1920x850.jpg.webp)

[gc3ofmBCgyw/YQ7nVwK5del/AAAAAAAAASyw/1Oen3WTw2YIc4hDKCbGlevWEAPQ4tPUAQCncBGAsYHQ/s1920/BellsUp-HornucopiaLandscape-2-1920x850.jpg.webp](https://1.bp.blogspot.com/-gc3ofmBCgyw/YQ7nVwK5del/AAAAAAAAASyw/1Oen3WTw2YIc4hDKCbGlevWEAPQ4tPUAQCncBGAsYHQ/s1920/BellsUp-HornucopiaLandscape-2-1920x850.jpg.webp)]

*The Wine Write: Are you as excited now as when you started?*



*Dave: Absolutely! I'm a little older now, so my body hurts more. When we get into harvest, I'll find that I'm sore in places where I forgot I had muscles. The Ibuprofen intake may go through the roof for a few days. Once things settle down a little bit, you remember all the feedback you get from customers. We get pictures from guests telling us how much they are enjoying the wines. They're sharing bottles with friends and making nice memories. That makes us smile. It's the whole reason we do this.*



[\[https://1.bp.blogspot.com/-](https://1.bp.blogspot.com/-INelAyv4oNw/YQ7nc2VvBUI/AAAAAAAAASy0/n56VACKOCjozDmN-BrsFwXFU2uqSFSrDQCncBGAsYHQ/s2048/211707094_4239461319439030_6029774832712103471_n.jpg)

[INelAyv4oNw/YQ7nc2VvBUI/AAAAAAAAASy0/n56VACKOCjozDmN-](https://1.bp.blogspot.com/-INelAyv4oNw/YQ7nc2VvBUI/AAAAAAAAASy0/n56VACKOCjozDmN-BrsFwXFU2uqSFSrDQCncBGAsYHQ/s2048/211707094_4239461319439030_6029774832712103471_n.jpg)


[BrsFwXFU2uqSFSrDQCncBGAsYHQ/s2048/211707094\\_4239461319439030\\_6029774832712103471\\_n.jpg\]](https://1.bp.blogspot.com/-INelAyv4oNw/YQ7nc2VvBUI/AAAAAAAAASy0/n56VACKOCjozDmN-BrsFwXFU2uqSFSrDQCncBGAsYHQ/s2048/211707094_4239461319439030_6029774832712103471_n.jpg)

There's another Confucius quote that would apply to Sara and Dave Specter: "Choose a job you love, and you will never have to work a day in your life."

It's obvious the Specters love what they do. It shows in their hospitality. They've achieved their dream of owning a small, family winery that sells wines by making relationships. Don't think for a minute that the bottles take a backseat, though. The wines provide a solid, distinctive take on the Chehalem Mountain AVA. Yes, there's Pinot Noir, but there's a lot more. Even a few surprises.

After a year of chaos brought on by COVID, the wildfires of 2020, and the Portland riots, we found the Willamette Valley open for business when we visited in June. Wineries are eager to see you. Are you planning a Pacific Northwest trip? If your plans include stops near Newberg, Oregon, call Dave or Sara to book a visit. You'll be assured of their full attention in a lovely tasting space that you'll have all to yourself. You'll taste delicious wine and savor lively conversation. You'll make new friends and share a lot of laughs. We guarantee it.

Posted 19th September by [the wine write](#)

 Add a comment

Enter your comment...



Comment as:

**Notify me**