

## Wine Down with Spec's Episode: Breast Cancer Awareness Month with OneHope Wines by Collin Williams

With October being Breast Cancer Awareness Month we wanted to make sure that we are lending our Spec's Universe avenue to the continuing support of the great charities that exist to help find the cure. Over the last two years, I have participated in representation of Spec's in the Susan G Komen Race for the Cure 5K Run which is held the first week of October in downtown Houston. This year, the organization brought out 35,000 people! Wow! As a runner, I naturally enjoy this kind of organized race. However, this race (and cause) is especially meaningful to me as I join in celebration of my mother who is a Breast Cancer survivor.

Last year, Spec's teamed up with a great company that helps to raise money for charity through the best way we know how – selling wine! OneHope was started three years ago with the idea to make great wines from California with each different wine dedicated to a certain charity. 50% of the proceeds go towards a great cause, and to date, OneHope has raised over \$400,000!

This year, with the use of the new opportunities to reach out to our customers like "WineDown with Spec's" we wanted to bring the OneHope concept to the forefront. Please check out our latest video blog we have posted featuring Libby Congelliere, Brand Marketing Manager and OneHope Chardonnay! We focused our discussion on Breast Cancer Awareness with OneHope's Chardonnay being the wine of choice. Libby did a great job and was very informative about the company, the charities, and the wines. We would love to get a HUGE number of sales on this Chardonnay to help support the cause. Please share with whomever you can and let me know your thoughts on the video.

We have just received the latest shipment of OneHope wines and will be displaying the Chardonnay in promotion of Breast Cancer Awareness Month. Check them out at your neighborhood Spec's and links below.

<http://www.youtube.com/watch?v=44JG-hp60QQ>



<http://www.facebook.com/Specs1962>



[youtube.com/specs1962](http://youtube.com/specs1962)



### OneHope Chardonnay 2009 \$9.99 cash

Blended with Muscat and Chenin Blanc, this wine highlights flavors of pear and apple. On the palate, crisp acidity brings out the nice soft fruit flavors. Easy finish. With this type of blending of grapes and flavors, OneHope Chardonnay should lend well to all types of Asian and TexMex Dishes. ☞



Please email me at [collinwilliams@specsonline.com](mailto:collinwilliams@specsonline.com) with feedback.

