

Women, Wine and Worth with Heather Rader from Spirit Horse Vineyards

SPEAKERS

Emily Merrell, Heather Rader

Emily Merrell

Welcome to The Sixth Degree Podcast, the podcast where we grill our guests about the things that make them tick and find out how human connection plays a role in their life. I'm your host, Emily Merrell. Hello, and welcome back to The Sixth Degree with Emily Merrell, the podcast where we grill our guests about the things that make them tick, and find out how human connection plays a role in their life. I'm your host, Emily, and today I am so excited to have my friend and fellow biscuit, Heather Rader, the founder of Spirit Horse Vineyards as our guest. Heather, welcome to the show.

Heather Rader

Thank you so much for having me. I'm honored to be here.

Emily Merrell

I dropped the biscuit word and I feel like we're gonna we're gonna definitely unpack that as we go on. But I feel like we have to notify the listeners that they are biscuits.

Heather Rader

Um, yes, I said I was about to say I would imagine that anyone following this podcast is officially a biscuit. So you probably knew you were your whole life. You just didn't know there was a name for it. So we'll unpack that one later. For sure.

Emily Merrell

Yeah, we will. We will dive into that next. But before we dive into to why you are a biscuit and not an edible type, well, me, I don't know. That's okay, different pathway, we're going down. Let's talk about who you are. And besides being one of my dear friends and partners in crime, you were this big tech exact living in San Francisco. And now you're the owner of a wine brand. How did that happen?

Heather Rader

Yes. Well, that happened by design. I have one of those. It's a biscuit trait. I say it could be a verb, it's biscotti or is a noun. When we decide something, we go all in and I was working. Yeah, a big corporate job, big paycheck, you know, the beautiful condo on the water in San Francisco. I was living out of hotels, and I just felt super disconnected from myself from the world. And so I dumped my boyfriend at the time I quit my job. I went and did a little bit of a biscotti walkabout through Europe. And I came back I've always been into wine. And I had a dear friend that made the most beautiful wine in Napa. His family's very well known in Napa for making beautiful wines. And he approached me about starting

wine brand with the idea that I would buy him out and about five years, which I did about three years ago. So we are 100% women on winery, I could really make it my own. Something that I find interesting is that only 3% of wineries are owned by women, and only 10% of winemakers are women. So you have 99% old white men, for lack of a better term, selling wine to 80% women, and there's just a huge disconnect in what we value for me, you know, I belong to all these wine clubs. And I didn't know who the owner was, I did not know any of the other wine club members, there was no giving back element, there was no way to customize my allocations. I was just told every quarter, this is what you're getting. And again, there was just no real community aspect. I mean, everyone just did a harvest party every year, which is great. You know, they've marketed themselves the same way since you know, the 80s, and just waiting for people to kind of walk into their tasting room. And I just saw a huge opportunity because I was craving that those differentiators in a wine club. So as they say, in life, when you don't like something, you just go out and create it yourself. So that's exactly what I did.

Emily Merrell

I love that you took this feeling that you had in your corporate life and this like it sure desire to make a change, and you change in such a drastic way. When you launched the winery, you mentioned that you had this friend who made beautiful wines. Did you have any background or experience in wine? And if you didn't, did you have any imposter syndrome venturing into this world?

Heather Rader

I love this question. It's all the things. So I always tell people, I grew up with a single mother who drank box wine, all of the bullshit, excuse my French, the people have and again, a lot of this, I think comes from the way we're marketed to as women is that we don't know, you know, would they know better than we do? You don't even know what you like to taste, even though the fact of looking at like appoints rating, right? It's like this one's a 96 or 97. You're looking to someone else to tell you what they think is good wine. I always say if you like two buck Chuck from Trader Joe's, God bless you, load up on that stuff, right? It's like it wine is supposed to be fun. All of our palates evolve and grow. If I love something and you hate it, or vice versa, neither of us is wrong. And have fun with it. I just think people really forgotten that wine is supposed to be fun. And there really shouldn't be any roles, right? It's like anything in life. You know, trust yourself, trust your palate, continue to try new things and have fun with it.

Emily Merrell

I completely agree with that. And you know, if you had met me in college, I was I thought Carlo Rossi was like the bee's knees. And then I'd call my mom vomiting. And then it wasn't the bee's knees, and then I go for it all over again. But it was good. It was sweet. It was exactly what I wanted. If I had tried probably like \$100 bottle of wine, I would have told you that it was swell water or something like that. So you're so right in the fact that it, it evolves. And I also think with wine, there's a lot of practice and that needs to happen.

Heather Rader

Absolutely. And again, that's the fun part, right? You get to explore different regions of the world, the different soils, the terroir, as we call it, you know after the fact, you know, after I transitioned I went and got my, you know, you my w set, which is a kind of a certification and wine and I got all those things,

and I was actually really good at it. But it was also like, at first there was imposter syndrome. And it's like, you know, but I think a lot of that is a societal conditioning. Again, I just saw such a huge disconnect, but to get the education, but then also to know that you can learn those things. But also women actually have 50,000 more olfactory sensors in their noses than men, which I think a lot of women, a lot of people don't know, it's just been a very male dominated industry. And that doesn't mean that we aren't as good or like, maybe even better

Emily Merrell

100% I'm the one who smells the trash that needs to go out.

Heather Rader

That's right. And that's biological because we're actually wired to smell route gathering, right? We're supposed to smell the poisonous food for the babies. So yeah, it's just a kind of a fun fact. But it definitely plays in I get a lot of wine club members that say I love all of your whole lineup of wines. It's like crazy, because I usually just like one wine out of the whole lineup. And I said, and you know, I asked them which winery and it's always a male winemaker and male owned. And that's not necessarily bad. But women again, because I'm the one that's selecting the wines and part of the winemaking process, there is a different aesthetic as far as the actual mine itself as well.

Emily Merrell

Yeah, I love that fact. And I think it's so cool, the biological part of our audience. And, you know, it's powering us to be better wine tasters, and probably better makers in the, in the grand scheme of things. So you know, I love the fact that also you were able to get their credentials, and you check some things off the to do list. But when you had this idea to create a winery, did you at that time really understand what would go into creating a winery or like, oh, whatever, it's us making the why and then I'll bring the people,

Heather Rader

I have to say that that's a great question. I had, I think, a lot of confidence coming from I was super successful in the corporate world. And I thought, well, you know, I always figure it out, right? And like, there's this an element of like, trusting yourself, which I think is so important, and I trusted myself. And I knew that I would learn whatever it was I needed to learn. But I think it's like anything, of course, you don't know until you actually start to cross the bridges. But you know, you ask anyone who's ever had a winery, I think people kind of view this, like, it's this glamorous lifestyle, and you just like live your life sitting on a vineyard sipping rosae. And that's just like, not, unfortunately, I wish that was what it was. That would be amazing. But you know, it's we're farming, we're farmers at the end of the day, you know, we really want to honor the earth represent, you know, these beautiful vineyards, the terroir, of where this wine is coming from. to me wine is a time represents a time and a place just like people do. So I always say when you get a glass of wine in your hands, think about the millions of things that had to happen to get that glass of wine in your hand, think about the vineyard workers hands that pick the grapes, think about the oak tree that grew. And the oak barrels, you know, all all of that is energy, and there's so much energy in a single glass of wine. And then if you reflect that back on yourself, think of the millions and billions of things that had to happen to bring you to this moment to be able to enjoy this wine and then set your intention for the people that you're enjoying the wine with. Because this moment

will never be again, the wine will never taste the same as it does in this exact moment. You will not be the same as you are on this exact moment. Nor were the people that you're sharing it with. So it's really an opportunity to get really present and grateful and set a beautiful intention for the time that you're in what you're enjoying together.

Emily Merrell

I love that I feel like your tagline should be moved to wine with intention. Add that as a secondary or third tagline and I think that's such a beautiful reminder of that. It's not just something that you're consuming to get drunk or something that you're consuming should mind alter but something to really savor and appreciate just like all the other little moments in life so beautifully said. And back to an earlier comment I made, we were talking about the word biscuit and when I first met you you started calling me biscuit right out of the gate and I'm like this woman is really either hungry, or she is misinformed, I'm confused, usually like powerhouse or you know, Boss Lady or something like that. And so she... Heather had started calling me biscuit and then I heard the story. So I want to hear, I want you to share the story of biscuit and also how did the origin of biscuit influenced the naming of the winery

Heather Rader

For sure so yeah, people a lot of times like oh Spirit Horse Vineyards, you must be like an equestrian or... I'm definitely not an equestrian. I can tell you that. And a horse lover and I am I'm not in a question but I am a horse lover. I'm an animal lover as a matter of fact. That the way that name actually came about surprises people typically. And if any of you remember this completely dates me but when Seabiscuit the movie about the race horse was in the movie theaters alone. Long time ago, I was at the movies with my boyfriend at the time and we walked out of the theater and he looked over at me and he said, you know, you really remind me of a Seabiscuit and I was like, Oh my god, like where is this guy going?

Emily Merrell

And this is where I'm gonna punch him in the face and break up with him.

Heather Rader

Absolutely. I was like, This is not gonna end well for him. And he said no, he said you're beautiful and wild and spirited and you'd like to win and you just have this awesome energy and I was like, wow, like, great, tell me more. And he started calling me biscuit for short. And then I thought, Gosh, I said, all of the women that I choose to surround myself with are biscuits, they have such beautiful energy. They're spirited, they're wild. They're like all the things. Go getters, all those amazing qualities. So I started calling all my girlfriends, the biscuits. So when it came time to name the winery, I couldn't really name it biscuits winery, because again, people be like, no idea what that means. And I'm a total lunatic. So Spirit Horse Vineyards was the name we came up with. And then you know, the rescue horse ranch that we support. So it all ties in. Yeah.

Emily Merrell

And tell us a little bit more about the rescue horse ranch and how that works and how it does have a giveback component to it.

Heather Rader

Yeah, so part of my desire, and I think the desire of especially feminine energy is giving back and being part of community. And again, I wasn't seeing that in the wineries that that I was belonging to are a part of. And so we actually help support a place called the SpiritHorse Riding Center. It's located in Napa, and we actually rescue horses, and then we turn them into therapy horses, and then as therapy horses, they go to work, we have a program called Off the Vine. And if we take girls out of the Napa Valley foster care system that have been abused, and we put them on an eight week leadership and empowerment program on our rescue horses, and then we match them up with female mentors in the community. It's really about, you know, helping the next generation of girls thrive. You can drink beautiful wine and also give back to your community and be a part of something bigger than just the wine. Right? So that's really... was my objective. And I feel like it's part of my purpose on this earth and it's truly a magical place. Any of our wine club members can come out and ride the horses taste wine, in that exact order, no wine tasting, and then horse riding that cannot that can end badly. It's it's really a magical place. A lot of people when they walk up, they just burst into tears because it's just like that magical. It's really it's really a magical place. So we're always honored to share that with our with our club members.

Emily Merrell

And as a Club member, I definitely have to attest to the fact that ordering your shipments and reordering your shipments, it makes it easier knowing that you're doing service to other humans and horses. And I'd be so curious, I think there's no one out there that's like not a horse lover. It's kind of hard not to love horses. But if individuals if you've noticed a trend of like more horse lovers or previous horse back riding humans who've joined the club,

Heather Rader

it's really awesome because I have a lot of first time people that have been scared of horses, maybe they had a bad experience when they were younger. And I always say like these are therapy horses, they're used to working with kids with... we work with autistic children and you know, children with, you know, different... I say just different abilities, but it's always fun. For me, one of my favorite things is to get to turn someone from being scared of horses to like loving them or first time riders but just you know, connection, right? We're all about connection, and we actually name a lot of our wines after our horses. So for example, we have a Race Horse Rosé, and that's named after a rescue horse by the name of Hoby. And Hoby was a former racehorse, if you know anything about horse racing once they are no longer able to race they're typically put down on the spot. Hoby was saved from that. And he is the favorite of our girls. He's his brown horse with little white spots and a grey muzzle. And he is just the sweetest, most gentle horse and I always say like Hoby he was not meant to be a racehorse, he was meant to be a therapy horse on our on our ranch and he's living out his his purpose on the ranch. So I'd love to invite people out and maybe get to sip Hoby's Race Horse Rosé and you can ride Hoby and again, connect to yourself, connect with your community and give back.

Emily Merrell

I love that I just got chills to the idea of race horses, they make me so sad watching any horse race just makes me I can't watch it, it's s cringing just to think about that idea. These people love horses, and

then that's how they they're disposed up at the end. It's terrible. So the pandemic obviously changed the course of your business in 2020, you weren't able to have the harvest birdies, you weren't able to necessarily be on the rescue horses the way that you would want to be on them. How did you have it your community virtually? And what was that like for you? And and how did community play a role in kind of like growing the brand?

Heather Rader

Huge. I mean, I would say, you know, ironically, the pandemic, you know, it's common sense, obviously, you know, people are just getting shipped more wine. But you could do that, really with any winery. I think what really differentiated us during the pandemic was we were having really cool virtual events that were like yoga plus a guided wine meditation, we have one coming up in two weeks, that's an Italian cooking class, and we're doing a Italian cooking class, how to make your own ricotta. And we're gonna make lasagna dish, and then how to order a glass of wine in Italian. So my husband's actually Italian. So he's going to be teaching that portion. But we, yeah, I just I'd like to do different events that are the kind of things that I would like to do. And again, that you're just not seeing other wineries doing I think it's kind of pedestrian just to go through like here's our five wines and you know, talk talk, talk, talk talk. I love to do interactive, happy hours where we talk about your dream Happy Hour I guess and and all that good stuff and really get to know people on a deeper level. I think that even before the pandemic, what we were known for is our club members become Dear Dear friends, it's just really a beautiful community,

Emily Merrell

you've done a great job of marrying passions or things that you're passionate about and interests that you like to pursuing with your club members and or introducing things that they might not have known about. I know you had a an event recently, what was it the cosmix

Heather Rader

Cosmos crystals and Cabernet? Right, so we do a pairing of we have an astrologist who talks about you know what's happening and within the stars, at this moment in time paired with a crystal that has been paired with one of our wines so and then we do like a crystal, a ritual where we just set the intention, set the energy with the crystal drink the wine, and we talk about the astrology and yeah, things like that. I mean, I think that wine just in its own singular focus, it's it's there's so many different things that it can kind of bridge to. And again, yoga people think I don't, you know, what is that you can actually go through the wines, but then at the end, sit and really, again, think about where that wind came from. Smell all of it, tastes all of it. And instead of using wine, as like you said, as a chance to maybe get drunk and disconnect from yourself and from others, you actually turn that on its head, and use as a chance to connect with yourself first and hold your hand your heart and take a breath and set an intention and use it to connect with others at your table.

Emily Merrell

I love that. I think that's such a powerful reminder. And again, like next time you drink a glass of wine, think about it in a whole different way. So another thing I want to ask you is it's so fascinating, because I think we mentioned at the beginning, but wine is one of those things where it's very, it's very desirable. But it's also very elusive. And there is like an hierarchy of needs like your if you're drinking Franzia,

there's a judgement associated to it. Or I was drinking the Carlo Rossi and Yellowtail which is great for whoever. But if I drink it now I know for sure I would have a crippling headache, but it might work perfectly for you. So what advice do you have for people who are brand spanking new to wine and might want to not that you ever have to like leave your cocktails in your beer behind, but how do you even approach ordering a glass of wine at a restaurant and communicating what you do like or don't like?

Heather Rader

Well, I always say whatever neighborhood you live in, make sure you make friends with your local neighborhood wine shop. Because all you have to do is go in there and say, you know, I've tried this right all before and I like it. And you know, you can just be like, Oh, I don't know, I had them all back. And I really liked it. Or for some reason I really like Pinot Grigio, right, and they can start to walk you through like other wines and other varietals and different brands that that you might like on so you always want to use someone like that in my wine club. I get texts all the time when people tell me what they're having for dinner, and what should they pair it with. And I love that. Right. But I think again, to not be intimidated by it. I think you know, if you're ordering at a restaurant, I think you obviously you know should know what kind of price point you want to look at first look to the sommelier, look to the waiter. I mean, they're trained on that. And they have, they should have tasted the wines themselves. They should be trained on that kind of stuff. But you know, take notes on that, like in your head and your phone, wherever it might be. But you will start to develop a profile. But what... to me is what's really beautiful about wine is that your taste, and your palate will evolve over time. So I have a friend that actually his whole job is to sell a state wine. So when someone passes away, and they have a huge wine cellar, that obviously is not going to be drunk by that person any longer. He is in charge of reselling that wine on the market. Right? This is beautiful wines. And you get collectors that have collected wine for you know, 50/60 years. And he said there's actually a just a very personal story behind you can see the actual phases they go through. You know, they're at a Zinfandel phase, and then they go away from Zinfandel. And then they like malbec and then they go back to Zinfandel. And you know, it's like, but again, everyone is different, right? And neither is wrong, right? And he said, these are people that are very high end collectors and like but it's the same for everyone, right? We all are unique individuals. We have unique palates, we have unique journeys in life, and that will lead you to different wines at different times that you are drawn to. And I always say just trust that.

Emily Merrell

You're absolutely right. I feel like I've gone through like I love buttery chardonnay. It's my favorite thing to like, Oh my god, I'm gonna get sick. If I drink a buttery chardonnay. I don't like Chardonnay. Oh, I love Chardonnay, you know, and then I love loved Malbec. Malbec was my gateway wine. And now I'm like, I'm not so hot on Melbec. But I love Zinfandel. So I love that I love the kind of storytelling component of it. That also makes me so sad the idea of collecting wine and not drinking it

Heather Rader

Well, me too and that's my other tip to you. And my mother told me this in college. I don't know about it in college is to save my candles. I don't know why this is like,

Emily Merrell

like, the empty candle?

Heather Rader

No, like I would save like a brand new candle and I was like I'm gonna save it for a special occasion. I don't know what the special occasion was, was the same thing with wine, right? And then one day I'm like I had giant box of like unused candles. It's like what am I doing with all these candles, right? You know, and it's like, um, you know, from the movie Sideways, right? You finally drink that expensive bottle at the McDonald's on a Tuesday. Whatever the moment you make the moment special because of your energy. And if you would enjoy it and sip it slowly and enjoy it like you can get to create that moment yourself. So don't wait to drink all the good wine. I think the pandemic has also taught us that you never know what's around the corner. Enjoy your beautiful life moment. You know, with the people that you love and with wine that you love, you know, and I actually have facemasks that say it's a pandemic, pandemic drink all the best wine, because, you know, again, we're just not guaranteed what's around the corner.

Emily Merrell

I think that's such a, that's such a great reminder. And it doesn't have to be a special occasion. And it tastes better sometimes on a Wednesday, or like a, like a stressful Wednesday or Wednesday with friends or reconnecting with someone that make every little moment in life a special occasion. So burn your candles safely and drink safely. Perfect, perfect advice. So I think I met you the first time I belong to a co working space in San Francisco, which sadly is no longer. And then we were reconnected. And it's it's incredible how we were kind of pen pals for a bit and we'd meet up and in San Francisco when you were here. And then with things pivoting digitally, at least for on my end, you were able to be a bigger part of Six Degrees Society, an integral part of Six Degrees, where I think you've probably collaborated now with minimum six people within the community just doing workouts and yoga classes and UT stuff, it's been so beautiful to see. So it's fascinating how a time that can be so isolating and lonely is also a time that connects people in a deeper and more rooted way. So just in hindsight, you know, you've had your business now for how many year have you had it, actually?

Heather Rader

since 2013

Emily Merrell

Since 2013? Are there any lessons that you feel called to share could be lessons learnings or two pieces of advice that you want to pass on to that future entrepreneur female wine maker?

Heather Rader

For sure. I mean, I think you know, we all have our different journeys and different lessons that we learn something I that I did, you know, even when I was in corporate was I didn't know my worth through a lark found out, you know, I was making about half of what a male counterpart was making, while I was literally managing double the revenue and double the team. And I was livid. And I marched into my boss's office, put the number on the table and said, I want this on, you know, my desk tomorrow, or I'm leaving, and it was on my desk the next day. And I was just kicking myself, because I don't think that we as women are taught or trained suicidally, to know our worth. And so you know, when I was then

leading a larger team, I would actually take the women out on my team out for a glass of wine, and I would make them practice asking me for a raise. And then I said, in tomorrow, you will walk into my office and actually ask me for a raise because you deserve it, because you are one of my highest performers. So I think that that is one of the first and biggest lessons I had. And I think the second is, which is what Six Degrees is all about, which is what I love about what you do, Emily is that one plus one equals 1000 when you get the biscuits together, right? I mean, women empowering one another. There's just so much magic to it. And again, I don't think society we were conditioned to do that before it was always competition. And I think when we collaborate, we just do really amazing things. And that's really what I love about Six Degrees as well.

Emily Merrell

I love that this is amazing. You're gonna make me weepy. Last but not least you do power my wine club. And that's been really a cool opportunity. For me. I'm a huge wine lover, and to be able to affiliate myself with a winery that I believe in the cause I believe in a female owned. There's, it's 100% a match made in heaven. So how else can people learn more about Spirit Horse? How can they support the equestrian program and just drink a delicious bottle of wine?

Heather Rader

Absolutely. So there's lots of ways the first is obviously if you're not already a member of Six Degrees, come check us out. We're actually doing a Six Degrees event with La Saison Napa Valley, May 6 really excited about that. That's with Chef owner Natalie Niksa, really amazing. We you can buy our wine online I actually have a unique code that's SIXDEGREES, all one word and that will give you free shipping on any order of \$50 or more and then anyone once you've tried our wine, you love our wine, you love what we're about. We'd love to have you as a member and we're actually going to be having 1920 scene Gatsby a year delayed so it'll be double the fun in my opinion, harvest party out at the rescue horse ranch in Napa. So all members are invited to that this September and we actually have a derby party coming up may 1 at the ranch as well. So that will be dressed up guys just the Kentucky Derby that's happening.

Emily Merrell

It does not feel like the end of the quarter. That's insane. That's bonkers. I will have to mark my calendar for that one. Well, thank you so much other for being a part of today's show. I i highly urge all of our listeners if you were looking at your wine cellar and it is on empty, it's not on empty. That's totally okay too. But check out Spirit Horse you will not be disappointed. I'm partial my personal favorites are your Zinfandel, your Cabernet. I think it's called the... you call it the Sofia Loran of wine, right?

Heather Rader

Yes. That's the petite syrah which is actually the fullest body of all the reds. Yeah, that's a Sofia Loren

Emily Merrell

so good. It is so, so, so good. And her rosé and her albariño. Like, literally you cannot go wrong. But those are my personal favorites because I love like bold red wines. And but I've had every single one of them and we bring them out on all occasions, whenever I'm going to a friend's place, that's the one that I bring. It's a wine with story, it's a wine with purpose, and to be able to share that message with

fellow friends over a glass of wine is just extraordinary. So check them out. But switching gears just a little bit. We love ending our podcast with some six fast questions. You know, Heather, you're you're a biscuit queen. I'm a question asker I'm that annoying person when we're together we're like 1000 miles per minute and just asking each other questions. Was you answered the question now. I love it. So my first question for you is can you tell us an unknown fun fact about you?

Heather Rader

Okay, yes, I once rode to work in a garbage truck.

Emily Merrell

Oh, yes. I love this story.

Heather Rader

Can't tell the story. You got to come. You got to drink the glass with me in person. Tell story.

Emily Merrell

It's true. It's a good story. So So you got to meet Heather to get the details of that. And she was not trashy when she arrived at work. Pun intended. Who would be a dream person to be connected with? And why?

Heather Rader

You know, I asked this question during some of my happy hours, which is like a past present future type thing. So it could be someone who's passed away or someone in the future, I would really love to have a glass of wine with my great grandmother when she was like 22 years old before she had kids and all the things, I've heard just to some amazing stories about her. And I would just love to like, sit with her and be like, Hi, I'm your great granddaughter

Emily Merrell

and I'm going to get you drunk in the next next few hours and ask you 1000 questions ready? That's awesome. You know, during the pandemic, we watched a few 1000 hours of television. Are there any TV shows that you're currently watching?

Heather Rader

I love the Queen's Gambit. I just finished that on Netflix. Yeah, but you know, I've tried to do more reading and less TV these days. So I find that the too much TV can be kind of an energy sucks. So and now that the weather is getting nice and the pandemic people are getting vaccinated. It's like things have opened up a bit more. So I'm looking tomorrow outside time for sure.

Emily Merrell

I like that. Yeah, bring bring the book outside. There's a great Tik Tok out... your mom, watch. Not your mom, but everyone's mom watching the Queen's Gambit, but then pausing it and like turning to you and be like, are you sure this isn't a real life story? But sorry? Like mom, no, no, this is not a true story. Well, this should be a true story. It's magnificent. It's 100% how my mom was watching the Queen's Gambit. She's like, then she fell asleep. Then she'd say she was interested then she Yeah, I don't

know. It was that this person on Tik Tok, you are curious about the Queen's gambit and you haven't seen it or are currently watching it. Make sure to watch it or watch this Tick Tock. So you mentioned you are spending more time reading and you know going outside which sounds glorious, what book are you currently reading?

Heather Rader

Oh my gosh, I have like 50 books on my nightstand at whence it drives my husband crazy. And then I just keep order you know, Amazon, you just keep ordering. And because I just like I just can't get enough. I'm usually reading three or four books at any given time. I'm in the middle of Atomic Habits which you just turned which you actually turn me on to Emily, so thank you for that.

Emily Merrell

But follow it with him.

Heather Rader

Oh, well, that's I'm sure that's a good story there too. Maybe not. And The Tattoo Artist of Auschwitz, I just started that.

Emily Merrell

Oh, that was good. I really liked that one. Yeah, you have to balance it out to you have to have like a learn something and not that it's a feel good but like a pleasure back to actually The Tattoo Artist of Auschwitz is a feel good book in a roundabout way. And a true story. I don't know if you knew that.

Heather Rader

I didn't know that. Now I'm like a quarter way through it. So

Emily Merrell

I thought it was really great. That was surprising to me. I didn't know it was a true story. And I was like wow, this is crazy. I can't believe someone's like experienced all in all of this. And then when you find

Heather Rader

True Life is so much stranger than fiction. I mean, look at the... I mean, well, listeners don't know the garbage truck story, but you can't make stuff like that up. You just can't make it up. That's the beauty of life.

Emily Merrell

Yeah, exactly. I love it. And so I feel like I have my go to emojis when I'm texting someone. What is the favorite emoji that you feel you use the most?

Heather Rader

I wouldn't say it's an emoji. It's a meme. Or a meme, meme or whatever meme, meeny but it's the I love it. This is like generational probably too. But it's the I Love Lucy when she's in the wine barrel and they're dancing like her an apple like dancing in the wind barrel because I just love because I think I just

think she was one of the most amazing comedians ever. And there's just so much like positive fun funny energy to like watching that and I just like I like to send a little good Juju out with that when I can.

Emily Merrell

I love it. I love I love that. That's a good one. That's a fun and and so appropriate and spot on for you. And then my last question for you is Who gave you permission to do the thing you wanted to do in your life?

Heather Rader

Yeah, that's a good question. I mean, I had amazing parents. I think unique to me is I had a father that was very much like you can do anything the boys can do like and you can probably do it better used to always tell me about the Israeli soldiers were women because they were more patient and they were a better marksman, and I was like, Well, I'm definitely not going to become that.

Emily Merrell

You know, Gal Gadot was an Israeli soldier?

Heather Rader

If that doesn't shock me at all, I actually named my goddess reserve albariño a little bit after Gal Gadot and Wonder Woman and that's a story for another time. But if we if you guys come taste with us will tell you that story. Oh, yeah. My dad. So yeah, he just was like, you know, he had two girls. And he, yeah, it was just that was the way I was raised. And he was like, you go out and do you and you know, look to yourself. First, you have power in the world. If you choose to get married, or you choose to be with someone, then you can are able to do that on your own terms. And so when he he's, he's owns his own business. So you know, he's like, I always knew you were going to be an entrepreneur. He's like, I you know, he goes, even though you were super successful corporate, I was just waiting, literally waiting for the call, or you were like, you know, what, why am I making everyone else so much money? Like, I want to go do my own thing. And I don't like roles, and neither does my dad. So that was, that was he he helped give me that permission for sure.

Emily Merrell

I love that he was modeled after you know, being able to see him run his own business, you knew that it was possible to do it yourself. Heather, thank you so much for joining us today on The Sixth Degree podcast. It was so fun learning more about your biscuity ways your incredible brand. And for listeners, I highly urge you to check out Spirit Horse Vineyards you will not be disappointed. We will drop the URL in the chat but it is spirithorsevineyards.com

Heather Rader

yes. With an S, vineyards with an S and we'd love to see, you know, especially this summer, we'll be having some fun events or at harvest party. We'd love to see everyone there.

Emily Merrell

Yeah, so Cheers to that. And we'll catch you next time on The Sixth Degree. Thank you again.

Heather Rader

Cheers. Thanks so much.