



## Domaine Serene Opens a Branded Wine Bar in Portland, Oregon

The winery-backed hospitality and retail concept is an emerging avenue for DtC sales

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Amid a rush of chef-driven [wine bars opening](#) in Portland, Oregon, one wine producer is catching the attention of enophiles in the City of Roses. The producer [Domaine Serene](#), based in Dundee Hills, about 30 miles outside Portland, debuted its Domaine Serene Wine Lounge at Sentinel, inside the historic [Sentinel Hotel](#), in April. Though Domaine Serene compares the lounge to European models, it aligns much more closely with American lounges such as [The JCB](#) by Jean-Charles Boisset Tasting Lounge in the Ritz-Carlton San Francisco, and the boutique producer [Cerulean Winery's](#) tasting lounge in a Pearl District art gallery, also in Portland.