

TEXAS WEEKEND

WINE

TOURS 2019



LUBBOCK





WELCOME

Texas doesn't pretend to be humble about anything, and its wine is no exception. So get ready for some braggin'.

Texas winemaking is nothing new—historians have traced it back to the 1600s. But don't worry; this isn't a history lesson, because the most exciting aspects of Texas wine are happening right now. Texas is home to several microclimates that are well-suited to hundreds of varieties across nine million acres of prime grape-growing land. This allows for endless experimentation that has resulted in Texas wine, as opposed to wine that simply happens to be made in Texas.

So if you want the same old wine, go somewhere else. Our winemakers are mavericks, experimenting with grapes you've likely never heard of before, like albariño, mourvèdre, tempranillo, vermentino and viognier.

Now that you're armed with some knowledge about Texas wine, it's time for the fun part—drinking it! This guide highlights three of Texas' top wine regions—Fredericksburg, Grapevine, and Lubbock—plus, where to stay, where to dine, and where to shop when you're not sipping. *Cheers!*

A wooden barrel with text overlay for the State Fair of Texas Wine Garden. The barrel is made of dark wood with metal bands. The text is white and reads: "State Fair of Texas" in a cursive font, "WINE GARDEN" in large, bold, distressed block letters, "TEXAS WINE TASTING GOURMET FOOD • LIVE MUSIC" in smaller block letters, and "GO TEXAS. VISIT BIGTEX.COM" at the bottom with a circular logo containing a map of Texas.

State Fair of Texas[®]

WINE
GARDEN

TEXAS WINE TASTING
GOURMET FOOD • LIVE MUSIC

GO TEXAS.
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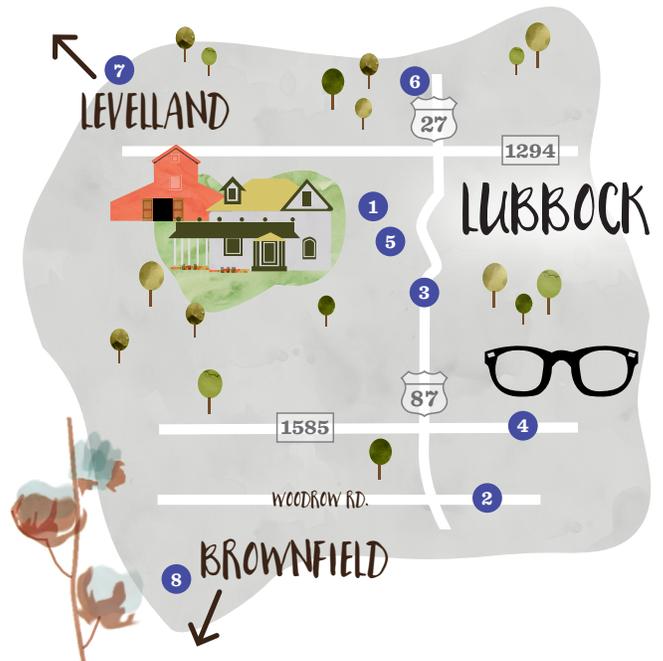
LUBBOCK



The Texas wine industry owes a lot of its success to West Texas. First off, you can't make Texas wine without Texas grapes, and 90% of those Lone Star grapes are grown in Lubbock and the Texas High Plains. Hot dang!

Beyond the vines, it was here in Lubbock that winemakers really started experimenting and pushing the envelope with non-traditional varietals like tempranillo and sangiovese, which are now quintessentially "Texas." Today, the eight impressive wineries in Lubbock are still trailblazers in the industry, continually refining what "Texas wine" truly is.

You won't find a truer taste of West Texas hospitality than in Lubbock. Spend a weekend sipping your way through the city while also taking in some of its signature attractions, like the Buddy Holly Center, the West Texas Hall of Fame, and the American Wind Power Center. In fact, the wind turbines just outside the city make for the perfect Insta-worthy shot on your way into Lubbock for a wine adventure.



| 5 | McPherson Cellars

The South Plains wine region owes a lot to the McPherson family, whose patriarch Dr. Clinton "Doc" McPherson was the first grape grower in Texas to plant sangiovese, now a signature Texas wine. For more than 40 years, the winery has racked up more than 600 awards. mcpersoncellars.com
1615 Texas Ave. | 806.687.9463 | Mon-Sat, 11am-7pm

| 6 | Pheasant Ridge Winery

Every wine is made from grapes grown on the Pheasant Ridge vineyard, which are harvested by hand. Instead of aging wines based on a schedule, the winemakers determine when a wine is ready based solely on taste. pheasantridgewinery.com
3507 E. County Rd. 5700 | 806.746.6033 | Fri, 3-8pm; Sat-Sun, noon-7pm

| 7 | Trilogy Cellars

The Trilogy Cellars tasting room serves Burklee Hill wines in an updated industrial space on the Levelland town square. The wines are produced using 100% Texas High Plains grapes, a majority of which are grown just 10 miles west of the Levelland tasting room. trilogycellars.com | 618 Ave. H | Levelland
806.568.9463 | Tue-Wed, noon-7pm; Thurs, noon-8pm; Fri-Sat, noon-10pm; Sun, 1-5pm; closed Mon

| 8 | Whitehouse Parker Winery

Surrounded by Farmhouse Vineyards, the Whitehouse Parker tasting room sits in a historic white farmhouse, hence the name Whitehouse. The Farmhouse blends served at Whitehouse are just as enjoyable as their names, including "West Texas Boyfriend" and "West Texas Housewife."
farmhousevineyard.com/whitehouse-parker | 702 Old Lamesa Rd. Brownfield | 806.752.7377 | Thurs-Sat, noon-6pm; closed Sun-Wed

WINERIES & VINEYARDS

| 1 | Burklee Hill Vineyards – Coming Soon!

The land that Burklee Hill Vineyards occupies in the Texas High Plains has been farmed by the owners' family for five generations. The new downtown tasting room will be located in the historic Kress Building, and will offer a limited menu of hand-crafted food designed specifically for wine pairings.
burkleehillvineyards.com | 1109 Broadway

| 2 | Cap*Rock Winery

The picturesque landscape and architecture found at Cap*Rock Winery will take your breath away. From bold reds to delicate whites, Cap*Rock has made award-winning wines for more than 20 years. caprockwinery.com | 408 E. Woodrow Rd. | 806.863.2704 | Tue-Thurs, noon-5:30pm; Fri-Sat, noon-6:30pm; closed Sun

| 3 | La Diosa Cellars

La Diosa is a hotspot among locals, known for its bistro menu, coffee bar, gourmet desserts, and of course, a remarkable wine list. Make a point to check out the monthly first Sunday jazz brunch. ladiosacellars.com | 901 17th St.
806.744.3600 | Tue-Thurs, noon-11pm; Fri-Sat, noon-midnight

| 4 | Llano Estacado Winery

Llano Estacado is known for being the largest and best-selling winery in the state. The new tasting room features more than 30 wines and a wraparound patio with views of Lubbock's cotton fields. llanowine.com | 3426 East FM 1585 | 806.745.2258
Mon-Sat, 10am-5pm; Sun, noon-5pm



ACCOMMODATIONS

Arbor Hotel & Conference Center

Spa-quality amenities are a hallmark of this hotel, equipped with balcony rooms that allow guests to take in West Texas sunsets. arborhotelconferencecenter.com
6401 62nd St. | 806.771.2420

Embassy Suites

Minutes from South Plains Mall and Texas Tech University, Embassy Suites offers an indoor pool and other amenities in an all-suite setting.
embassysuiteslubbock.com | 5215 S. Loop 289
806.771.7000

Hawthorn Suites by Wyndham

Complimentary hot breakfast is a hallmark of this all-suite hotel designed for quick trips or extended stays. hawthorn.com | 4435 Marsha Sharp Freeway
806.792.3600

Hilton Garden Inn

Located in southwest Lubbock's business district, Hilton Garden Inn is centrally located to corporations, restaurants and entertainment. hgilubbock.com
6027 45th St. | 806.776.3900

Overton Hotel and Conference Center

The sophisticated Overton captures the rich heritage and unpretentious attitude of West Texas in its luxury accommodations and onsite fine dining.
overtonhotel.com | 2322 Mac Davis Ln. | 888.776.7001

Pioneer Pocket Hotel

Everyone is talking about the Pioneer, the first fully-automated hotel in Lubbock. There's no front desk, because everything is done through your phone, from booking to check-out! pioneerpockethotel.com
1204 Broadway St. #103 | 806.401.0558



DINING

Lubbock's restaurant scene truly has something for everyone. **Double Nickel Steak House** (806.792.0055) serves up Texas-sized steaks with farm-fresh sides and a staggering wine list. **Café J** (806.743.5400) is known for its extensive wine selection and a rotating collection of art on display. **The Funky Door Bistro & Wine Room** (806.687.0505) serves the ultimate pairing—wine and fondue, and **Triple J Chophouse & Brew Co.** (806.771.6555) serves “darn good” burgers and steaks.

The Crafthouse Gastropub (806.687.1466) has a lineup of scratch-made eats and a “reserve” beer list. **Rain Uptown Ristorante** (806.798.5900) and **Italian Garden** (806.771.2212) feature traditional Italian flavors, and **Cocina de La Sirena** (806.368.7960) is known for ingredient-driven, Latin-inspired dishes. For an upscale experience, try **Las Brisas Southwest Steakhouse** (806.687.6050) or **The West Table Kitchen and Bar** (806.993.9378), and for the ultimate in Texas comfort food, try **Evie Mae's BBQ** (806.782.2281).



WHERE TO SHOP

Lubbock excels at two very important things: wine (obviously) and shopping. Surprised? Don't be. This West Texas town's retail speaks for itself. **Chrome** stocks every important trend, and it's where all the cool girls in Lubbock are shopping. **T.C. Elli's** is where all the Texas Tech girls get their game-day outfits, and **Hemline** and **Vibeage** are where they're buying just about everything else. **J.hoffman's** is Lubbock's premier purveyor of Kendra Scott and Alex and Ani, and **Hulla B'lu** has a fab selection of clothes and gifts.

Malouf's carries high-end brands for men and women, while **Drest by Scott Malouf** is more contemporary, but just as chic. For young guys who want something different, **H.G. Thrash** has the coolest bespoke offerings. **Hollyhocks** is a Lubbock institution for high-end gifts, and **Coyote Candle Co.** sells just about every eclectic home good imaginable.

A cluster of purple and blue grapes hangs from a vine, with a red banner overlaying the bottom portion. The banner contains the text 'WEST TEXAS IS Wine COUNTRY' and promotional information for wine in Lubbock.

WEST TEXAS IS
Wine
COUNTRY

90% OF TEXAS WINE GRAPES ARE GROWN RIGHT HERE ON THE TEXAS HIGH PLAINS. Visit one of our award-winning wineries, chat with a nationally-renowned winemaker, stroll through vineyards and raise a glass to Lubbock.

VISIT **LUBBOCK**

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VISITLUBBOCK.NET/WINE

