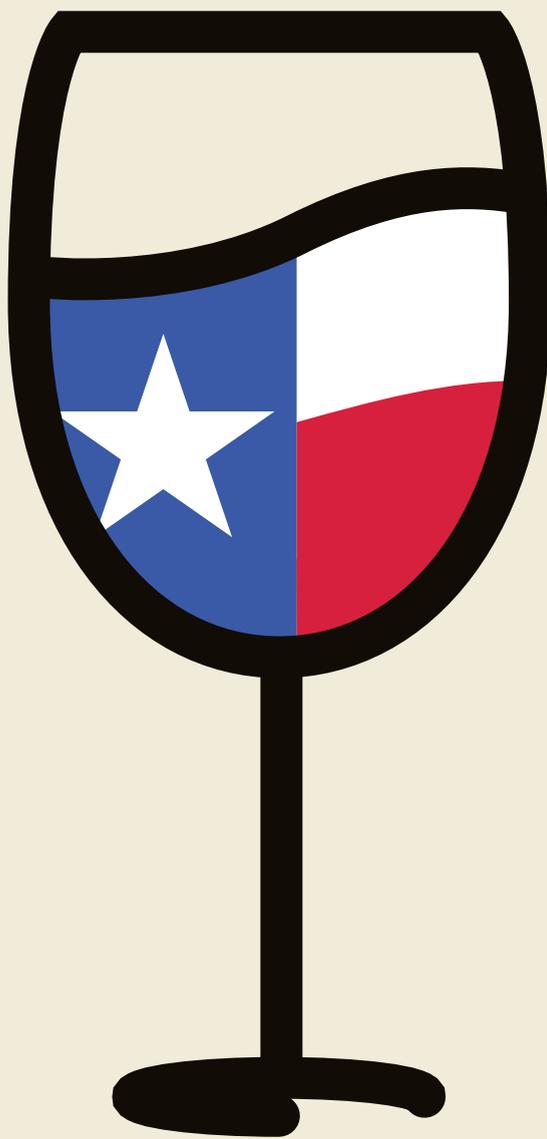
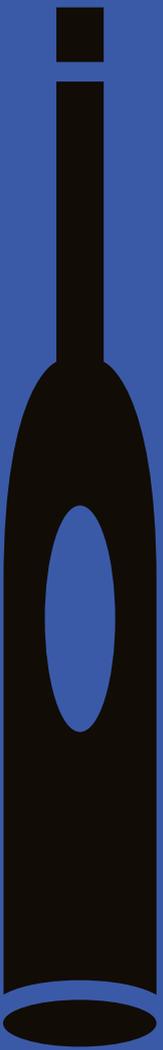


TEXAS WEEKEND

# WINE

TOURS ★ 2022



LUBBOCK



# LUBBOCK

Home to Texas Tech University and a robust agriculture industry, the Lubbock area sits in the center of a region better known in the vino world as the Texas High Plains AVA, where nearly 90% of the state's wine grapes are grown. This wine-growing region boasts 75 varieties of grapes spanning across eight million acres between 24 counties. It's here where varietals that have become synonymous with Texas wine thrive, such as Viognier, Mourvèdre and Tempranillo.

But there is more than acres of sprawling grapevines to explore in Lubbock, Texas. Winemakers are putting their own twist on tradition by serving award-winning wine in newly restored historic spaces, like a revitalized Coca-Cola bottling plant and the Historic Kress Building. In fact, Lubbock boasts several award-winning wineries within city limits.

In between sips, you'll want to explore Lubbock's bustling Depot Entertainment District, known for eclectic spots like La Diosa Cellars, a Spanish-inspired restaurant where live music plays nearly every night. While in Lubbock, visitors browse local museums, which pay tribute to music legends at Buddy Holly Center; blaze the trail as the early pioneers of the South Plains did at the American Windmill Museum; and reach the outer bounds at the Museum of Texas Tech University with its own planetarium.

One thing is certain: you will be surrounded by hardworking, personable locals, each representing the genuine West Texas hospitality the region is known for.



## LUBBOCK WINERIES & VINEYARDS

### 1 Burklee Hill Vineyards

Burklee Hill Vineyards made its way to downtown Lubbock in early 2020 with the opening of the tasting room located in the historic Kress Building. Guests are not only offered delicious, award-winning wine, but also a menu of hand-crafted food designed specifically for wine pairings. A little local fact: the wines are produced using 100% Texas High Plains grapes. [burkleehillvineyards.com](http://burkleehillvineyards.com) | 1109 Broadway | 806.993.1195 Tue–Thurs, 11am–9pm; Fri–Sat, 11am–10pm

### 2 English Newsom Cellars

English Newsom Cellars grows premier varietals of the utmost quality for its lineup of vinos. Between Newsom grapes and the state-of-the-art facility perfect for events, this West Texas spot is set to be a Texas wine powerhouse. [englishnewsom.com](http://englishnewsom.com) | 408 E. Woodrow Rd. | 806.863.2704 Tue, 1–6pm; Wed, Fri, 1pm–9pm; Thurs, 1pm–7pm; Sat, noon–9pm

### 3 Farmhouse Vineyards

Surrounded by Farmhouse Vineyards, the Whitehouse Parker tasting room sits in a historic white farmhouse, hence the name. 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](http://farmhousevineyard.com/whitehouse-parker) | 702 Old Lamesa Rd. Brownfield | 806.752.7377 | Thurs–Sun, noon–7pm

### 4 La Diosa Cellars

La Diosa is popular among locals, known for its authentic Spanish tapas, gourmet desserts, and of course, a remarkable wine list, including the house sangria. Make a point to check out the monthly first Sunday jazz brunch. [ladiosacellars.com](http://ladiosacellars.com) | 901 17th St. | 806.744.3600 | Tue–Thurs, 4–11pm; Fri–Sat, noon–11pm; First Sunday Brunch, 11am–2pm

### 5 Llano Estacado Winery

The winemakers at Llano Estacado have been pioneers of Texas winemaking, and the winery is known for being the second oldest in the state. The new tasting room features more than 30 wines and a wraparound patio with views of Lubbock's cotton fields. Any Red Raider fan will want to check out the exclusive collection of wines developed in partnership between Llano Estacado and Texas Tech University. [llanowine.com](http://llanowine.com) | 3426 E. FM 1585 | 806.745.2258 | Tue–Sat, noon–5pm; Sun, 1–5pm



### 6 McPherson Cellars

The High Plains wine region owes a debt of gratitude to the McPherson family. Its 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 family has carried on Doc's winemaking legacy and has racked up more than 600 awards along the way. [mcpersoncellars.com](http://mcpersoncellars.com) | 1615 Texas Ave. | 806.687.9463 Tue–Sat, noon–7pm

### 7 Pheasant Ridge Winery

Each wine produced at Pheasant Ridge Winery is made from grapes grown on the Pheasant Ridge vineyards, which are harvested by hand. Instead of aging its wines based on a schedule, the winemakers determine when a wine is ready based solely on taste. [3507 E. County Rd. 5700](http://3507ECountyRd.com) | 806.746.6033 | Fri, 3–7pm; Sat–Sun, 1–7pm

### 8 Texas Wine Company

Industry meets artistry in this “custom crush” facility. Texas Wine Company practices “grape-to-glass” winemaking that's customized for each client. Experience winemaking up-close in the state-of-the-art lab with highly skilled technicians. They offer crush, ferment, and press service for red wines, and press and settle service for white wines, all tailored to each client's taste. [twineco.com](http://twineco.com) | 510 US Hwy. 62/82 | Meadow | 806.416.62





## LUBBOCK ACCOMMODATIONS

### Arbor Hotel & Conference Center

Spa-quality amenities are a hallmark of this hotel, equipped with balcony rooms that allow guests to take in the infamous West Texas sunsets.

[arborhotelconferencecenter.com](http://arborhotelconferencecenter.com) | 6401 62nd St. | 806.771.2420

### Cotton Court Hotel

This boutique hotel is in the heart of downtown Lubbock and around the corner from a few of the city's stunning wineries, as well as the Depot Entertainment District.

[cottoncourthotel.com](http://cottoncourthotel.com) | 1610 Broadway St. | 806.758.5800

### Doubletree by Hilton

Just three miles east of Texas Tech University and north of the Buddy Holly Center, DoubleTree by Hilton offers an indoor pool and private balconies overlooking the downtown revitalization that is taking Lubbock by storm.

[hilton.com/en/hotels/lbbuadt-doubletree-lubbock-university-area](http://hilton.com/en/hotels/lbbuadt-doubletree-lubbock-university-area)  
505 Avenue Q | 806.516.0400

### Hilton Garden Inn

Located in southwest Lubbock, Hilton Garden Inn is centrally located to corporations, restaurants and entertainment.

[hilton.com/en/hotels/lbbtgi-hilton-garden-inn-lubbock/](http://hilton.com/en/hotels/lbbtgi-hilton-garden-inn-lubbock/)  
6027 45th St. | 806.776.3900

### Overton Hotel and Conference Center

The sophisticated Overton captures the rich heritage and unpretentious attitude of West Texas with luxury accommodations and onsite fine dining.

[overtonhotel.com](http://overtonhotel.com) | 2322 Mac Davis Ln. | 806.776.7000

### Pioneer Pocket Hotel

Everyone is talking about the Pioneer, which is in the historic Pioneer Building. As the first fully automated hotel in Lubbock, guests will find an automated check-in, meaning there is no front desk because everything is done through your phone, from booking to check-out!

[pioneerpockethotel.com](http://pioneerpockethotel.com) | 1204 Broadway St. | 806.778.7783



## LUBBOCK DINING

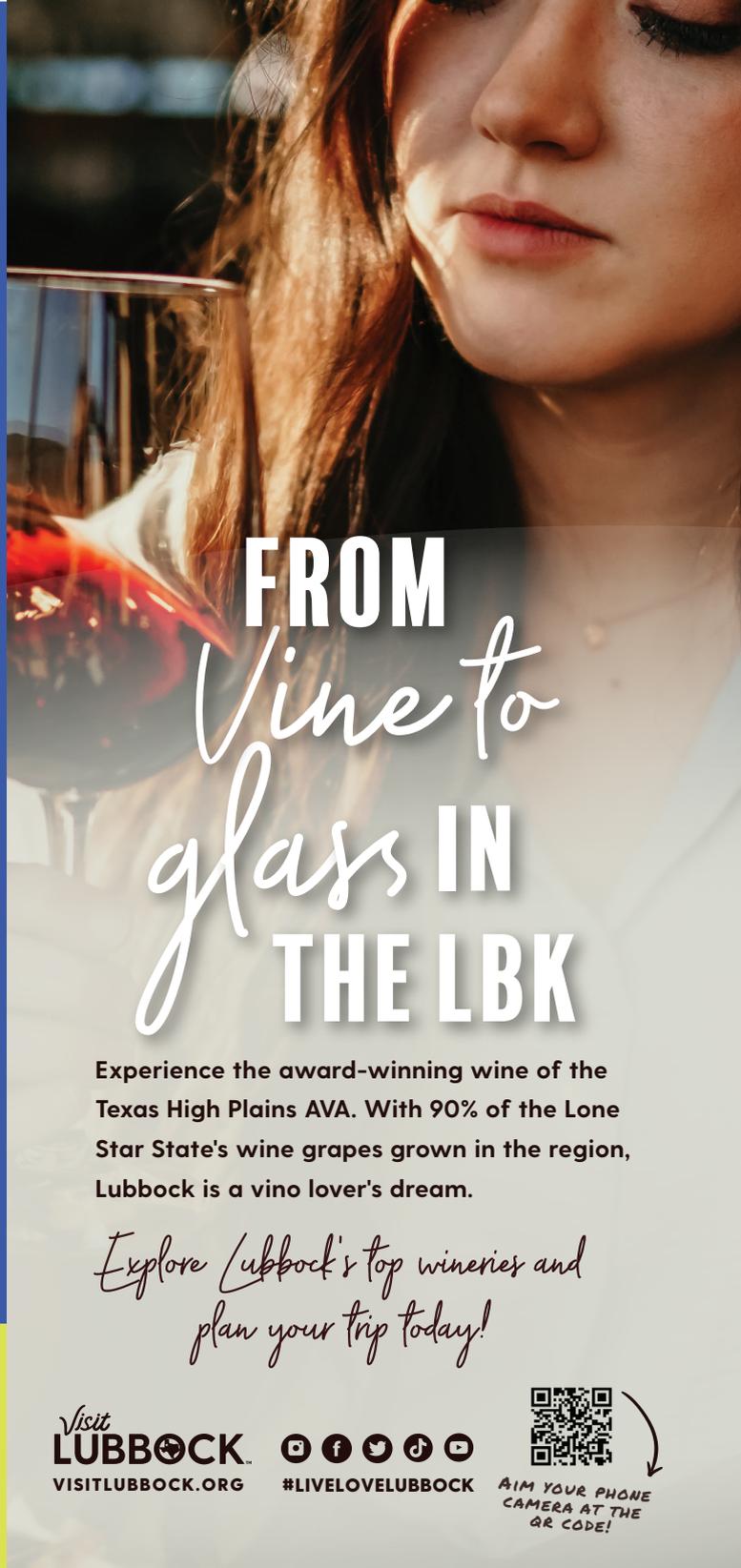
Lubbock's culinary scene is more than capable of holding its own with an array of authentic South Plains cuisine and West Texas charm.

### E&J Smokehouse & Grill at Spirit Ranch (806.762.6201)

features a menu of scratch-made Texas smokehouse favorites with a focus on fresh, local ingredients in a rustic ranch setting. **Cocina de La Sirena** (806.368.7960) serves ingredient-driven, modern Latin cuisine along with handcrafted margaritas and the local favorite cocktail, "mermaid water."

**Café J** (806.743.5400) is a longtime Lubbock favorite, where modern cuisine, an extensive wine selection, and original art come together to create a one-of-a-kind experience. **The Funky Door Wine & Bistro** (806.687.0505) is serving up fondue and a fine dining experience with an extensive wine list as the focal point of its menu.

**Evie Mae's BBQ** (806.782.2281) is the ultimate spot for Texas comfort food, which is all gluten-free, of the smoked variety. Enjoy craft beer brewed onsite, along with some "darn good food" at **Triple J Chophouse & Brew Co.** (806.771.6555).



# FROM Vine to glass IN THE LBK

Experience the award-winning wine of the Texas High Plains AVA. With 90% of the Lone Star State's wine grapes grown in the region, Lubbock is a vino lover's dream.

*Explore Lubbock's top wineries and plan your trip today!*

Visit  
**LUBBOCK**  
VISITLUBBOCK.ORG



#LIVELOVELUBBOCK



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QR CODE!



## LUBBOCK WHERE TO SHOP

Home to stylish boutiques and generations of clothiers, Lubbock is the shopping capital of West Texas. Shop **Malouf's Fine Apparel** for premium brands and classic styling, while **Drest by Scott Malouf** is more contemporary.

Stop by **Hulla B'lu** for an endless selection of clothes and gifts. **T.C. Elli's** is where all the Texas Tech students find trendy game-day looks, and **Piper** is where they're buying just about everything else. For young guys who want to stand out, **H.G. Thrash** has the coolest bespoke offerings, and **Chrome** is a veritable candy land of fashion trends for guys and girls.

**Hollyhocks** is a Lubbock institution for high-end gifts, and **Coyote Candle Co.** sells just about every home good imaginable. **Odds & Ends** and **Jux-Ta-Posh** offer vintage home décor pieces reimaged for today.