

LUBBOCK

# WINE

TOURS 2020

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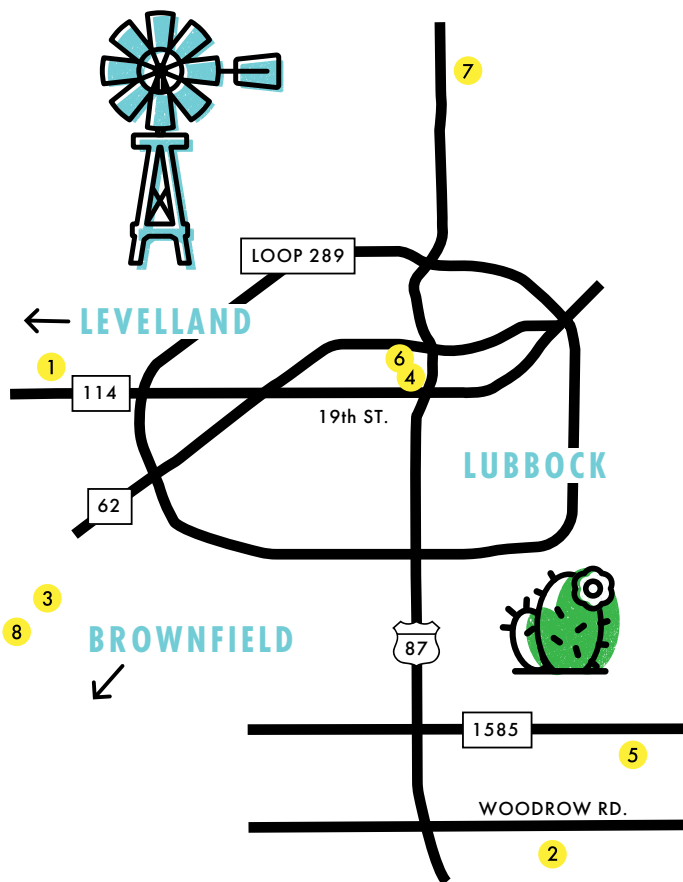
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# LUBBOCK

Many consider Lubbock to be the birthplace of the modern Texas wine industry. It was here that grape growers in the 1960s decided to buck the tradition of cotton farming to see if maybe, just maybe, wine grapes would thrive in the dry climate and high elevation. Today, a whopping 85–90% of all Texas grapes are grown in the High Plains of West Texas, in and surrounding the city of Lubbock. So, no matter which Texas wine you're sipping, it more than likely originated on vines in West Texas.

The very first Sangiovese vines were planted here, and today it's one of the state's most prized varietals. That trailblazing spirit of "wild West Texas" is still alive and well in Lubbock. The latest generation of winemakers has learned from those who came before them, and they're continuing to evolve what makes great Texas wine.

Experience the momentum of the Texas wine industry, along with West Texas "bucket list" attractions like the Lubbock Lake Landmark, the American Windmill Museum, Texas Tech's impressive public art collection and the up-and-coming Buddy Holly Hall for Performing Arts and Sciences. We recommend driving into the city so you don't miss the wind turbines that stand tall, welcoming you with a pioneering West Texas spirit.



## WINERIES & VINEYARDS

### 1 Burklee Hill Vineyards

Burklee Hill boasts two tasting rooms: an industrial-style space on the Levelland town square and a new downtown tasting room located in the historic Kress Building, offering a limited menu of hand-crafted food designed specifically for wine pairings. Burklee's wines are produced using 100% Texas High Plains grapes, a majority of which are grown just 10 miles west of the Levelland tasting room.  
[burkleehillvineyards.com](http://burkleehillvineyards.com) | 1109 Broadway | 806.568.9463  
618 Ave. H | Levelland | 806.568.9463 | Tue–Thurs, 11am–8pm; Fri–Sat, 11am–10pm; Sun, noon–5pm

### 2 CapRock Winery / English Newsom Cellars

Thanks to a new partnership, CapRock is now a "grape-to-bottle" operation with support from nearby Newsom Family Farms. The Newsom family has a long track-record of growing premier varietals of the utmost quality for top wineries. Between Newsom grapes and CapRock's state-of-the-art facility, this West Texas spot is set to be a Texas wine powerhouse.  
[englishnewsom.com](http://englishnewsom.com) | 408 E. Woodrow Rd. | 806.863.2704  
Mon, by appointment only; Tue–Wed, 1–6pm; Fri, 1–8pm; Sat, noon–8pm; Sun by appointment only

### 3 Farmhouse Vineyards

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](http://farmhousevineyard.com/whitehouse-parker) | 702 Old Lamesa Rd. Brownfield | 572.649.9578 | Thurs–Sun, noon–7pm

### 4 La Diosa Cellars

La Diosa is a hotspot among locals, known for its authentic Spanish tapas, 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](http://ladiosacellars.com) | 901 17th St. | 806.744.3600 | Tue–Thurs, 4–11pm; Fri–Sat, noon–midnight; Sun 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–Fri, noon–5pm; Sat, 11am–5pm; Sun, 1–5pm

### 6 McPherson Cellars

The High Plains wine region owes a lot 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 | Mon–Sat, 11am–7pm

### 7 Pheasant Ridge Winery

Every wine produced at this winery is made from grapes grown on the Pheasant Ridge vineyard, 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.

[pheasantridgewinery.com](http://pheasantridgewinery.com) | 3507 E. County Rd. 5700 | 806.746.6033  
Fri, 3–8pm; 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.

[txwineco.com](http://txwineco.com) | 510 US Hwy. 62/82 | Meadow | 806.416.6251

## 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](http://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](http://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](http://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](http://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](http://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](http://pioneerpockethotel.com) | 1204 Broadway St. #103 | 806.401.0558

## DINING

Lubbock's lineup of restaurants is known for eclectic fare and a heaping side of West Texas hospitality. **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 "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. Eclectic decor, live music, wines from around the globe, and a seasonal tapas menu are hallmarks of **La Diosa Cellars** (806.744.3600), located in Lubbock's Depot District. **Evie Mae's BBQ** (806.782.2281) is the ultimate spot for Texas comfort food of the smoked variety. Enjoy craft beer brewed onsite, along with some "darn good food" at **Triple J Chophouse & Brew Co.** (806.771.6555).

## WHERE TO SHOP

We'll go ahead and say it: Lubbock has the best shopping in West Texas. Award-winning stores and generations of clothiers call Lubbock home.

**Malouf's** carries high-end brands for men and women, while **Drest by Scott Malouf** is more contemporary, but just as chic. **j.hoffman's** is Lubbock's premier purveyor of Kendra Scott and Alex and Ani. Stop by **Hulla B'lu** for an endless selection of clothes and gifts. **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. **Chrome** is a veritable candy land of every current fashion trend. **Hollyhocks** is a Lubbock institution for high-end gifts, and **Coyote Candle Co.** sells just about every eclectic home good imaginable. For young guys who want something different, **H.G. Thrash** has the coolest bespoke offerings.

*Fruit is good for you.*  
**BY FRUIT, WE MEAN  
GRAPES, BY GRAPES,  
WE MEAN WINE.**

90% of Texas wine grapes are grown on the Texas High Plains.

*Don't believe it? Just check out one of our **SIX** award-winning wineries right here in the 806.*



visit  
**LUBBOCK**

[VISITLUBBOCK.ORG](http://VISITLUBBOCK.ORG)



#LIVELOVELUBBOCK

