

Lubbock

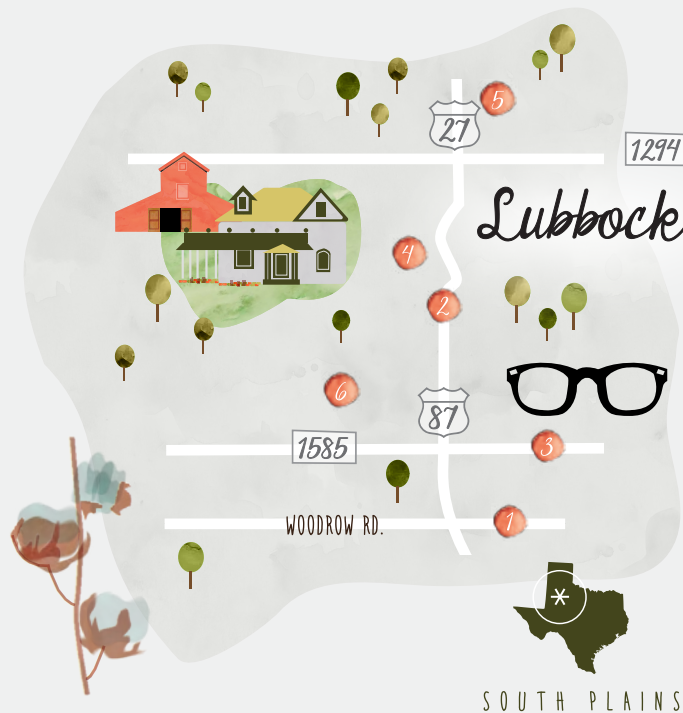
WINERIES & VINEYARDS

go west!

Only this time, go in pursuit of a different kind of liquid asset—wine. We're willing to bet you had no idea that a whopping 90% of the state's wine grapes are grown in Lubbock and the Texas South Plains. That means that regardless of where you purchase or sip your Texas wine, it's highly likely that it originated on vines in West Texas.

Vintners in Lubbock have long set the standard for Texas winemaking, and they were among the first to start experimenting with new grapes such as the now ubiquitous Texas tempranillo, sangiovese and viognier. Six award-winning wineries are uncorking these "exotic" varietals in Lubbock, many of which have been honing their skills for decades.

There's a lot more to Lubbock than wine, so plan to experience a Texas Tech Red Raiders football game, the Buddy Holly Center, the West Texas Hall of Fame and the National Ranching Heritage Center. And be sure to spend at least one evening in the revitalized Depot District, known for local hotspots and live music.



wineries

1 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 Sunday

2 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

3 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

4 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

5 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

6 THE WINE NEST

The Wine Nest grew from a love and great appreciation for wine. Whether you want to have a glass of wine, buy a bottle for that special someone, or browse unique gourmet food and gift selections, The Wine Nest is the place to be. thewinenest.com • 5217 98th St. #700 • 806.368.7964 • Tue–Sat, 11am–8pm

accommodations

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

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

Woodrow House Bed & Breakfast

Experience true West Texas charm at this popular bed and breakfast, where every guest feels like family and a signature country breakfast is served daily. woodrowhouse.com • 2629 19th St. • 806.793.3330

dining

A West Texas wine tour pairs perfectly with Lubbock's lineup of restaurants. **Double Nickel Steak House** (806.792.0055) serves up Texas-sized steaks and a staggering wine list. **Café J** (806.743.5400) is known for modern dishes, an extensive wine selection, and signature art. **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. **Rain Uptown Ristorante** (806.798.5900) highlights traditional Italian flavors, and **Orlando's** (806.747.5998) is known for "Tex-Italian" dishes like green chile chicken linguine. **Las Brisas Southwest Steakhouse** (806.687.6050) offers 650 wines, along with upscale entrées. For Texas comfort food, try **Evie Mae's BBQ** (806.782.2281) or **Blue Sky** diner (806.368.0750).

THIS IS WINE COUNTRY



90% of Texas wine grapes are grown right here on the South Plains. Chat with a nationally renowned winemaker, and pour a glass at one of our five award-winning wineries. A visit to Lubbock is a getaway with taste.

LUBBOCK

This is WEST TEXAS

Plan your trip at VisitLubbock.org/wine

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 **Hulla B'lu** is great for clothes and cute 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. New to Lubbock is **West End**, where there's a **Nike Factory** store and a **J.Crew Mercantile**, the newest discount concept from everyone's favorite brand.