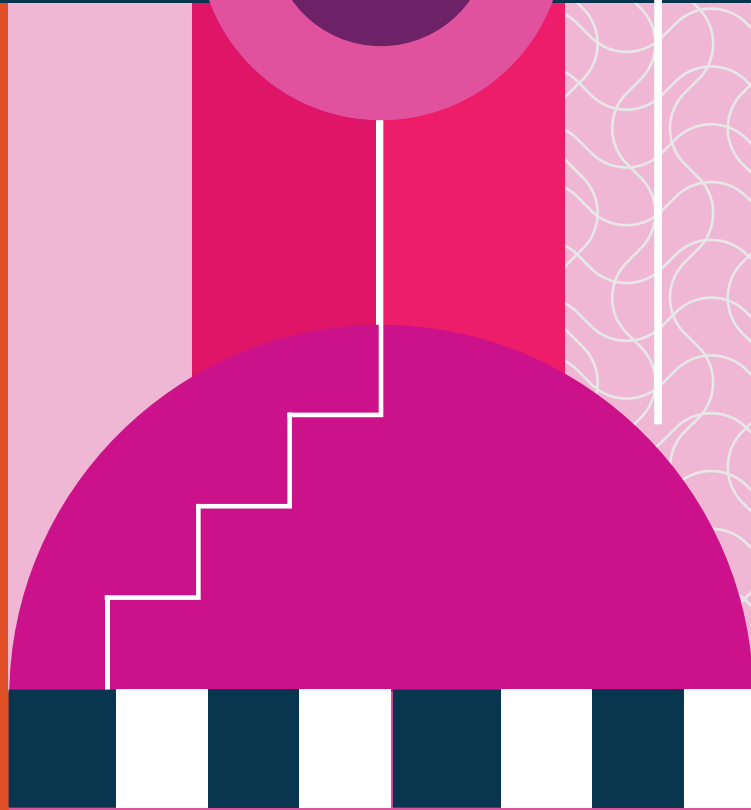
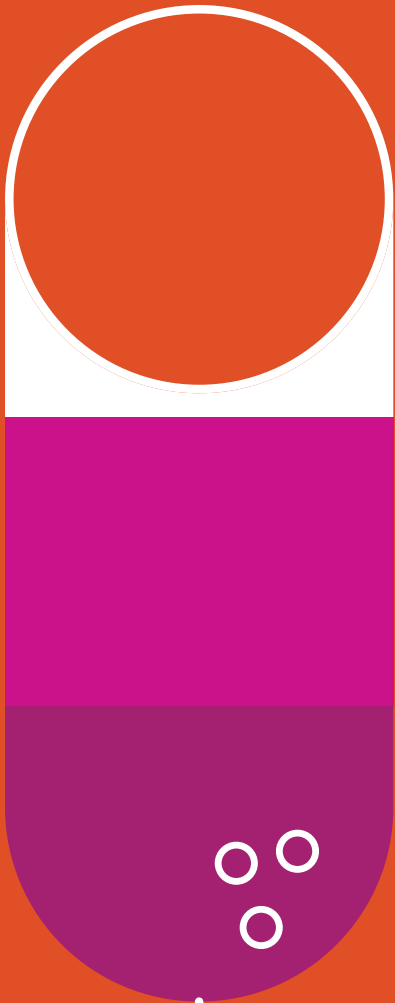


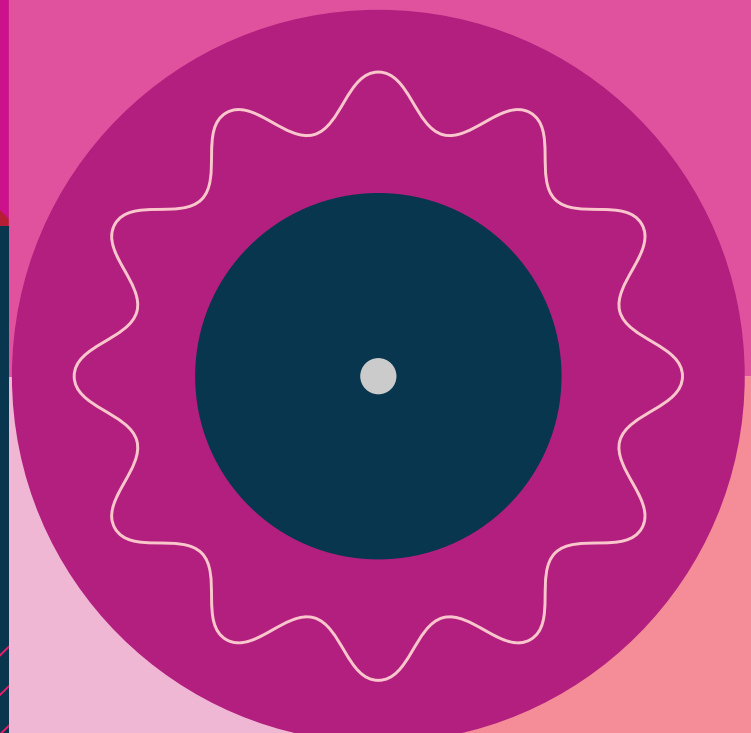
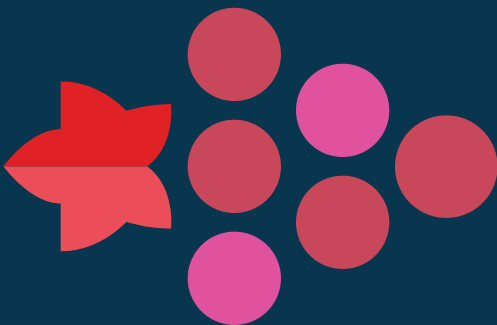
2024 TEXAS WEEKEND

WINE

TOURS



LUBBOCK



LUBBOCK



From wine to live music to hospitality, Lubbock is a true Texas original. In fact, almost every glass of Texas wine originated in Lubbock. It's true—more than 90% of the state's wine grapes are grown in Lubbock and the High Plains. It was in this region that Texas winemakers experimented with the right varieties of grapes that would deliver the best tasting wine. Proof of their grit and passion is in every sip.

With a vibrant arts and culture scene, the city's creativity comes through in more ways than wine. Live music plays

nearly every night of the week, and Lubbock is the birthplace of some of the most notable names in music, including Buddy Holly, Mac Davis, Josh Abbott Band and Flatland Cavalry. Lubbock also boasts an impressive collection of public art and Instagrammable murals, which you can explore during the First Friday Art Trail.

From the moment you arrive in Lubbock, you'll be greeted with authentic Texas hospitality, and there's a good chance you'll even meet a real Texas cowboy.

LUBBOCK WINERIES & VINEYARDS

Bolen Vineyards 8

What happens when a family rooted in Texas agriculture starts growing grapes? Just ask Bolen Vineyards! The boutique winery produces limited, seasonal batches for a truly exclusive experience. No really, they're only open one day per month! bolenvineyards.com | 312 N. FM 168 | Smyer | 806.632.0359
Open one day per month

Burklee Hill Vineyards 9

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. Enjoy a menu of hand-crafted food designed specifically for wine pairings. burkleehillvineyards.com
109 Broadway | 806.568.9463 | Tues–Thurs, 11am–8pm; Fri–Sat, 11am–10pm

English Newsom Cellars 5

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
408 E. Woodrow Rd. | 806.863.2704 | Tues, 1–6pm; Wed, Fri, 1–9pm; Thurs, 1–7pm; Sat, Noon–9pm

Farmhouse Vineyards 2

Surrounded by Farmhouse Vineyards, the Whitehouse Parker tasting room sits in a historic white farmhouse, serving blends including “West Texas Boyfriend” and “West Texas Housewife.” farmhousevineyard.com/whitehouse-parker | 702 Old Lamesa Rd. Brownfield | 572.649.9578 | Thurs–Sun, Noon–7pm

La Diosa Cellars 11

La Diosa is popular among locals, known for its authentic Spanish tapas, coffee bar, 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 | 901 17th St. 806.744.3600 | Tues–Thurs, 4–11pm; Fri–Sat, Noon–Midnight; Sun Brunch, 11am–2pm

Llano Estacado Winery 6

Llano Estacado is known for being the second oldest winery 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 wines developed in partnership between Llano Estacado and Texas Tech University. llanowine.com | 3426 E. FM 1585 | 806.745.2258 | Tues–Sat, Noon–5pm; Sun, 1–5pm

McPherson Cellars 10

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. mcphersoncellars.com | 1615 Texas Ave. 806.687.9463 | Tues–Sat, Noon–7pm

Pheasant Ridge Winery 12

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 solely based on taste. pheasantridgewinery.com | 3507 E. County Rd. 5700 806.746.6033 | Fri, 3–8pm; Sat–Sun, 1–7pm

Prairie Chick Winery 7

From vine to wine, the Prairie Chick story began as a parent's dream, now carried on by a new generation of devoted vintners. Take in the vineyard views on the patio as you try one of the five varietals. prairiechickwinery.com | 3924 Alaska Rd. | Levelland | 806.891.5343
Wed, 5–8pm; Fri–Sat, 5–9pm

Reddy Vineyards 3

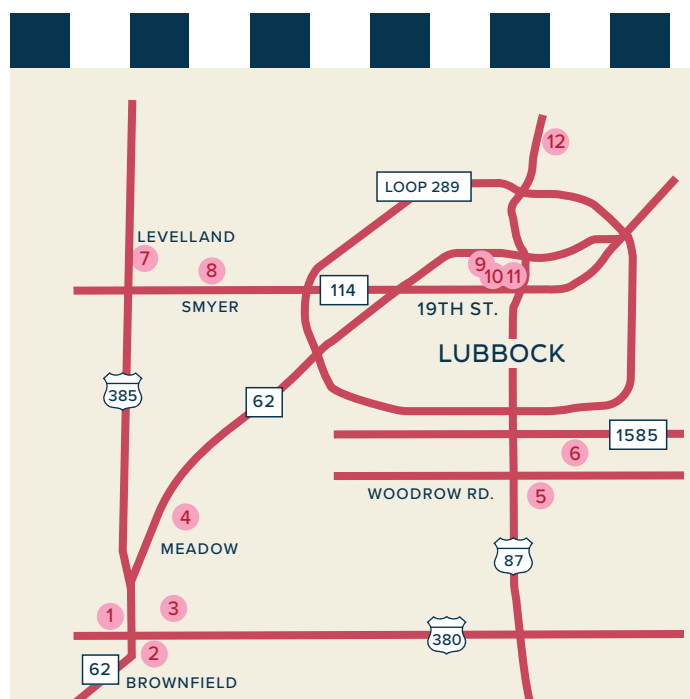
Comprised of over 38 grape varietals, Reddy Vineyards' premium estate-grown wines offer an assortment of proprietary blends from their hand-selected fruit. Only 40 minutes from Lubbock, Reddy Vineyards is one of the most accessible winery venues in Texas, offering authentic, award-winning wines. reddyvineyards.com
2149 Tahoka Rd. | US-380 Brownfield | 214.247.6042
Mon–Fri, 11am–4pm

Texas Wine Company 4

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. txwinco.com | 510 US Hwy. 62/82 Meadow | 806.416.6251 | Mon–Fri, 8am–5pm

Triple D Winery & Event Center 1

Raise a glass and chow down on bistro bites at Triple D Winery and Event Center. The family-grown grapes transformed into award-winning wine exemplify the local High Plains taste. Call ahead for upcoming live music performances to complete the adventure. thetripd.com | 519 W. Main St. | Brownfield | 806.456.7897
Thurs–Fri, 5–8pm; Sat, Noon–5pm



LUBBOCK accommodations

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 District. cottoncourthotel.com | 1610 Saway St. | 806.758.5800

DoubleTree by Hilton

Just three miles from Texas Tech University and the Buddy Holly Center, DoubleTree by Hilton offers an indoor pool and private balconies overlooking Downtown Lubbock.

hilton.com/en/hotels/lbbuadt-doubletree-lubbock-universityarea | 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/ | 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 on-site fine dining. overtonhotel.com | 2322 Mac Davis Ln. | 888.776.7001

Pioneer Pocket Hotel

As the first fully automated hotel in Lubbock, guests will find everything is done on your phone, from booking to check-out! pioneerpockethotel.com | 1204 Broadway St. #103 | 806.401.0558



LUBBOCK dining

Visit Downtown Lubbock for many fine dining options.

The Nicolett (806.993.0144) showcases ingredients that are native to the Texas High Plains. **The West Table** (806.993.9378) is a premier destination for upscale dining with global accents. Tucked inside Buddy Holly Hall is **Rave On** (806.451.1873), an upscale dining establishment that pays homage to the 1958 Buddy Holly hit.

Café J (806.743.5400) is where modern cuisine and an extensive wine selection 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 a staggering wine list.

Evie Mae's BBQ (806.782.2281) is the ultimate spot for Texas comfort food. At **Cocina de La Sirena**, (806.368.7960) try ingredient-driven modern Latin cuisine and delicious handcrafted margaritas. Enjoy craft beer brewed on-site, along with some "darn good food" at **Triple J Chophouse & Brew Co.** (806.771.6555).



With a dry, semi-arid climate, the High Plains is where 90% of Texas wine grapes are grown and boasts an impressive list of award-winning bottles. Plan your trip to Texas wine country and see where the magic of the vines happens year round.

Visit
LUBBOCK
#LIVELOVELUBBOCK

CHECK OUT OUR
UPCOMING
WINE FESTIVALS!



LUBBOCK where to shop

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.

Visit **Drest by Scott Malouf**, Lubbock's finest upscale retailer for men's and women's designer and contemporary clothing, shoes, accessories and jewelry. **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 decor pieces reimaged for today. **Julian Gold** is your one-stop-shop for all of your favorite designers.