



While the first vineyards in Texas were established by Spanish missionaries in the 1600s, the modern Texas wine industry as we know it began in the 1970s. But it's the past decade that marks the sharpest period of growth for Texas wine. In fact, between 2001 and 2009, the number of vineyards in Texas has nearly quadrupled!

Because the industry hasn't been around very long (relatively speaking), vintners are still determining which grapes grow best in the Texas climate. Current front-runners include traditional European grapes, such as Cabernet Sauvignon, Merlot, Viognier and Chardonnay, but they're also experimenting with blends and up-and-coming grapes like Tempranillo.

You may be surprised to hear that the Texas Hill Country is the third-largest American viticultural area, dwarfing any in California. Primary differences between the Texas growing season and that of California are that ours is much warmer with less sunshine and more heat and humidity. Climate is the single most important factor in viticulture, and there are several grapes that are well-suited to the Texas heat, including Syrah, Tempranillo and Viognier. However, some cooler climate grapes such as Riesling and Pinot Noir have been successful in West Texas, where the elevation creates a cooler climate.

THE GRAPE DEBATE: WHICH VARIETY SUITS YOU?

- Cabernet Sauvignon:** Complex, hearty red with bold flavors of cherry, cedar and chocolate.
- Tempranillo:** Lush, smoky red with a hint of vanilla and rich, dark fruits.
- Syrah:** Smoky red with soft tannins, toasted oak, berries and plums.
- Sangiovese:** Smooth-textured red varietal spiced with wild raspberries and licorice.
- Merlot:** Medium- to full-bodied red with a subtle, herbaceous flavor and soft tannins.
- Chardonnay:** Clean, crisp, well-balanced white with big flavors of citrus and oak.
- Viognier:** Intense, slightly spicy white with notes of floral, peach and apricot.
- Sauvignon Blanc:** Silky smooth white with floral, grassy and delicate herbal properties.
- Chenin Blanc:** Delicate, floral white with a dry, well-balanced finish.
- Gewürztraminer:** Full-bodied, pungent white characterized by fruity, nutty flavors.

FOOD & TEXAS WINE

FOOD	RED WINE	WHITE WINE
TEXAS FAVORITES		
BBQ	Zinfandel	Gewürztraminer
Mexican Cuisine	Tempranillo	
Tex-Mex		Pinot Grigio
Beef	Malbec, Sangiovese, Syrah, Zinfandel, Cabernet Sauvignon, Lenoir, Merlot,	Chardonnay (oaked)
Veal		Chardonnay (unoaked)
Chicken		Chardonnay, Blanc du Bois, Semillon
Pork	Sangiovese	Riesling
Wild Game	Malbec, Syrah, Cabernet Sauvignon, Pinot Noir, Lenoir	
Turkey	Malbec, Syrah, Pinot Noir	
Duck	Pinot Noir, Lenoir	
Venison	Lenoir	
SEAFOOD		
Fish	Merlot, Pinot Noir	Blanc du Bois, Viognier, Sauvignon Blanc, Muscat Blanc, Orange Muscat, Muscat Canelli, Gewürztraminer, Semillon
Shrimp		Pinot Grigio, Sauvignon Blanc
Lobster		Chardonnay (unoaked)
Oysters		Pinot Grigio
DAIRY		
Cheese	Sangiovese	Blanc du Bois, Chenin Blanc, Semillon
REGIONAL CUISINE		
Pizza	Tempranillo, Syrah, Zinfandel	
Pasta (red sauce)	Sangiovese, Zinfandel	
Pasta (white sauce)		Blanc du Bois, Muscat Blanc, Muscat Canelli
DESSERTS		
Chocolate	Lenoir	Orange Muscat, Muscat Canelli
Crème Brûlée	Semillon	

2010 AWARD-WINNING BOTTLES

Texas wines have won hundreds of awards this year. The following are only some of the wines that received top honors.

- Becker Vineyards, Fredericksburg**
 - **2007 Cabernet Sauvignon Reserve, Wilmeth Vineyard:** San Antonio Wine Festival: Best of Show Red Wine
 - **2008 Fleur Sauvage:** 2010 Houston Livestock Show & Rodeo International Wine Competition: Class Champion & Texas Class Champion
 - **2008 Barbera, Peter's Prairie Vineyard:** 2010 Lone Star International Wine Competition: Texas Grand Star
 - **2009 Clementine Late Harvest Viognier, Bingham Family Vineyards:** 2010 Lone Star International Wine Competition: Texas Grand Star

- Grape Creek Vineyards, Fredericksburg**
 - **2007 Serendipity:** 2010 Houston Livestock Show & Rodeo International Wine Competition: Texas Class Champion
 - **2009 Viognier, Lost Draw Vineyards:** 2010 Lonestar International Wine Competition: Texas Grand Star

- D'Vine Wine, Grapevine**
 - **"Sunset" white:** 2010 Lone Star International Wine Competition: Gold

- Llano Estacado Winery, Lubbock**
 - **2008 Raider Tempranillo:** 2010 Lone Star International Wine Competition: Gold

- McPherson Cellars, Lubbock**
 - **2009 Rosé of Syrah:** 2010 Lone Star International Wine Competition: Texas Grand Star

- **dbs 2007:** 2010 Houston Livestock Show & Rodeo International Wine Competition: Reserve Class Champion

Jeff Siegel, Lone Star International Wine Competition judge and noted blogger of *The Wine Curmudgeon* made an interesting observation about this year's competition:

"What's important to note is that the Texas wines that won golds—which included a Barbera from Becker Vineyards in the Hill Country and a Tempranillo blend from Llano Estacado in West Texas—are excellent examples of what Texas can do with grapes that aren't Cabernet Sauvignon, Merlot and Chardonnay. Diversity is part of the future of Texas wine, and it's good to see these wines rewarded for their efforts in helping Texas wine secure its future."

STATE FAIR OF TEXAS®

WINE GARDEN

SEPT. 24-OCT. 17 • 10 A.M.-10 P.M.



WINE TASTINGS
WINE 101 CLASSES
SEE BIGTEX.COM FOR DETAILS

SPONSORED BY



GO TEXAN.

**WHERE TO SHOP WHEN YOU TRAVEL.
WHAT TO DO WHEN YOU'RE HERE!**



Texas Weekend Wine Tours is a publication of ShopAcrossTexas.com

Want to advertise with us?
214.373.3244
sales@shopacrosstexas.com

Download this brochure or forward to a friend online at ShopAcrossTexas.com

2011

TEXAS WEEKEND WINE TOURS



**GRAPEVINE
FREDERICKSBURG
LUBBOCK**

WELCOME. With upwards of 200 vineyards covering 3,700 acres, it can be a daunting task to decide how to experience Texas wine. Luckily for you, we're breaking it down into this user-friendly guide, known as the *Texas Weekend Wine Tours*. We've sifted through the plethora of Texas wineries and we've narrowed them down to the very best and combined them with dining and accommodation options. So read on, and prepare to drink up and eat well as we tell you all about the best Lone Star grapes across the Lone Star State!

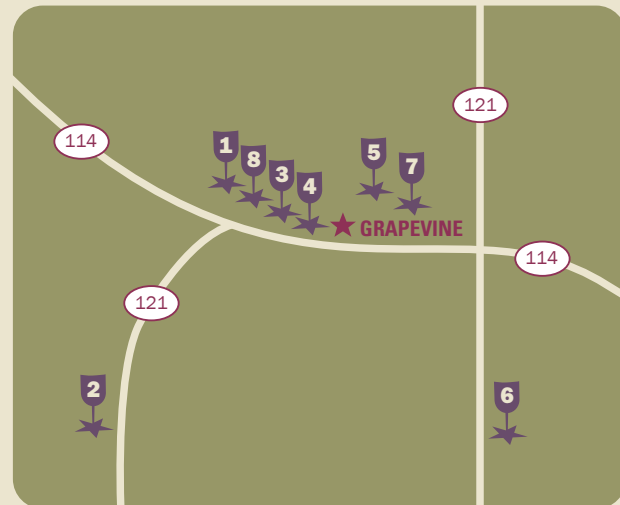
GRAPEVINE

BELIEVE IT OR NOT, WHEN PIONEERS SETTLED IN A NORTHEAST REGION OF THE STATE, IT WAS BLANKETED BY WILD MUSTANG GRAPES. THUS, THE CITY OF GRAPEVINE WAS BORN.

With a name like "Grapevine," it should be no surprise that this city is one of the state's most notable wine-producing areas. Located just west of the Dallas/Fort Worth Metroplex, Grapevine has made a name for itself with its annual GrapeFest® celebration. Drawing more than a quarter of a million visitors each year, GrapeFest is the largest wine festival in the Southwest. But don't be intimidated—this September celebration is designed for both wine connoisseurs and beginners alike!

Grapevine is also home to the annual Blessing of the Vines and New Vintage Wine & Gallery Trail. Held each spring, this event features a ceremonial blessing of the grape vines and a wine and gallery tour through Historic Grapevine. You can also sit back and enjoy live music, food, and of course wine, as you journey on the Jazz Wine Trains—a signature event held on the Grapevine Vintage Railroad.

- 1 CROSS TIMBERS WINERY** Pioneers built The Dorris/Brock house, and today it is home to one of North Texas' pioneering wineries. Cross Timbers produces award-winning wines, specializing in Blush, Merlot and Chardonnay.
crosstimberswinery.com | 805 N. Main St. | 817.488.6789
Tours: Mon–Sat, noon–5pm; Sun, 12:30pm–5pm
- 2 DELANEY VINEYARDS AND WINERY** With over 20 years in the wine business, Delaney Vineyards is an established North Texas winemaker. A 40-foot vaulted ceiling and Italian granite tasting bar make the tasting room an inviting place to spend an afternoon.
delaneyvineyards.com | 2000 Champagne Blvd. | 817.481.5668
Tours & Tastings: Mon–Sat, noon–5pm
- 3 D'VINE WINE OF GRAPEVINE** For those who dream of being a vintner, D'Vine Wine is the place to be. Thanks to state-of-the-art winemaking facilities, guests can create their own wine suited specifically to their tastes.
grapevine.dvinewineusa.com | 409 S. Main St. | 817.329.1011
Mon–Thurs, 11am–7pm; Fri–Sat, 11am–9:30pm; Sun, noon–5pm
- 4 FARINA'S WINERY AND CAFÉ** This new winery is located in Historic Downtown Grapevine and offers wines from all over the world in addition to its own. The European tasting bar dates back to the 19th Century, and the Blenko Glass Company crafted the winery's chandelier especially for GrapeFest 2004.
farinaswinery.com | 420 S. Main St. | 817.442.9095
Mon–Tues, 11am–9pm; Wed–Thurs, 11am–10pm; Fri–Sat, 11am–11pm; Sun, 11am–6pm



WINERIES & VINEYARDS

- 5 HOMESTEAD WINERY OF GRAPEVINE** Situated in a quaint, 19th century Victorian-style home, Homestead Winery of Grapevine offers an idyllic setting in which guests can sample their wines. The vineyard and primary facilities are located in Ivanhoe, Texas. As the oldest continuously operating winery in the Red River Valley, Homestead produces wine that reflects both experience and dedication to the craft.
homesteadwinery.com | 211 E. Worth St. | 817.251.9463
Mon–Sat, 11am–5:30pm; Sun, noon–5:30pm
- 6 LA BODEGA WINERY** La Bodega Winery holds a very unique distinction: it's the world's only fully licensed and bonded winery in an airport. Amid the hustle and bustle of DFW Airport's terminals are two little sanctuaries where visitors can sit, sip, and relax. A traveling wine connoisseur's dream, La Bodega offers 30 premium wines for tasting, by the glass and by the bottle.
DFW Airport, Terminals A & D (Gates A15 and D14) | 972.973.9463
Mon–Fri, 9am–8pm; Sat, 10am–7pm; Sun, noon–7pm
- 7 LA BUENA VIDA VINEYARDS** A "hidden oasis" in North Texas, La Buena Vida is a popular gathering place for those in search of enjoying wine and live music. The elegant patios feature Spanish-tiled fountains and lush landscaping that create a warm and inviting atmosphere. La Buena Vida is also committed to education, providing classes taught by wine experts.
labuenavida.com | 416 E. College St. | 817.481.9463
Sun–Tues, noon–5pm; Wed–Fri, noon–7pm; Sat, 10am–7pm

- 8 SU VINO WINERY** Su Vino Winery is not only renowned for the 50 medals it has won for its wines; they were also the first custom winery in the state of Texas. Being a custom winery means that Su Vino creates special and unique blends, while also allowing patrons to create custom wines to fit their palate. And it all happens in a fun, sophisticated atmosphere.
suvinowinery.com | 120 S. Main St., Suite 40
817.424.0123 | Tues–Sat, noon–7pm; Sun, 1pm–5pm

DID YOU KNOW?

Texas grapes include Cabernet Sauvignon, Chardonnay, Sauvignon Blanc, Chenin Blanc and Merlot. Texas wineries are also doing great work with grapes such as Sangiovese, Syrah, Riesling, Blanc du Bois, Viognier, Malbec and Tempranillo.



DINING

BOI NA BRAZA A Brazilian churrascaria (steakhouse) offering 15 savory meats to choose from in a warm and friendly atmosphere, bringing the best of South American fare to the heart of North Texas. The fixed-price menu allows guests to enjoy as much as they want at their leisure.
boinabraza.com | 4025 William D. Tate Ave. | 817.251.9881

BOB'S STEAK AND CHOP HOUSE Since 1993, Bob's Steak and Chop House has built a reputation as one of the country's best steakhouses. Texas-sized portions are served by a highly skilled and attentive wait staff in an elegant, lively atmosphere. Bob's also offers an extensive wine list and premium cocktails.
bobs-steakandchop.com | 1255 S. Main St. | 817.481.5555

DINO'S STEAK AND CLAW HOUSE Located in Historic Grapevine and housed in a vintage bank building, Dino's serves up steaks and seafood in an elegant setting. Whether guests are listening to live music and enjoying a drink at the bar, or settling in for a night of wine and dining, Dino's is guaranteed to please.
dinossteakandclaw.net | 342 S. Main St. | 817.488.3100

FIRESIDE PIES This award-winning pizzeria is a Grapevine favorite. The pecan wood-fired pizzas and delicious cocktails might be premium, but Fireside Pies' atmosphere is casual and intimate. There are no reservations, so come early, as this restaurant is extremely popular.
firesidepies.com | 1285 S. Main St. | 817.416.1285

VINEYARD STEAKHOUSE This Italian eatery is sure to delight with a menu of gourmet foods at reasonable prices. A rooftop terrace and the famous SkyBar offer unparalleled views of the surrounding area and a relaxing outdoor setting in which to enjoy a handcrafted martini.
vineyardsteakhouse.com | 1000 Texan Trail, Suite 130 | 817.328.6111



HOTELS

EMBASSY SUITES OUTDOOR WORLD This conveniently located, AAA Four Diamond property features the luxury of all-suite comfort and the outdoorsy feel of adjacent Bass Pro Shop Outdoor World. Cooked-to-order breakfasts are provided, and there is an on-site bar and grill. At Embassy Suites, the best of Dallas, Ft. Worth and Grapevine is within your reach.
embassysuites1.hilton.com | 2401 Bass Pro Dr. | 972.724.2600

GAYLORD TEXAN RESORT Situated on the shores of beautiful Lake Grapevine, Gaylord Texan is a resort experience designed with luxury in mind. A European spa and fitness center, finely appointed suites, and on-site shopping and dining make this the destination for travelers in need of an extra dose of convenience and pampering.
gaylordhotels.com/gaylord-texan | 1501 Gaylord Trail | 817.778.2000

RESIDENCE INN It's called Residence Inn for a reason: this hotel is designed to make you feel at home. From the rich modern suites, to the beautiful lobby bar and on-site Italian restaurant, guests enjoy a superb level of comfort and service.
marriott.com | 2020 State Hwy. 26 | 972.539.8989

GRAPEVINE TX

GLASS HALF FULL OR HALF EMPTY?
WE CAN FIX THAT.



The Grapevine Wine Trail is the center of the wine experience in North Texas. This urban wine trail, featuring nine winery tasting rooms, takes you on a journey from historic farmsteads to French style chateaus. Most of the winery tasting rooms are located in Historic Downtown Grapevine, making it very easy to leisurely stroll between venues.

GRAPEVINE TEXAS
AGED TO PERFECTION®



Visit us at www.GrapevineTexasUSA.com or call toll-free 1-800-457-6338.

FREDERICKSBURG THE TEXAS HILL COUNTRY

IF THE TEXAS HILL COUNTRY IS THE “PROVENCE OF TEXAS,” THEN FREDERICKSBURG IS THE UNOFFICIAL CAPITAL.

Known for its small town charm, quaint streets and relaxed atmosphere, plus its impressive line-up of fine dining and shopping, Fredericksburg has made a name for itself as a Hill Country destination.

Fredericksburg is rich with German heritage, and the city’s annual Oktoberfest celebration (held the first weekend of October) is a must-see, followed just a few weeks later by the Fredericksburg Food and Wine Fest. It’s the town’s German settlers who popularized sweet wines in the region, and many of the local wineries continue to specialize in Ports and sweet Muscat Canellis.

History buffs won’t want to miss the National Museum of the Pacific War, dedicated to Admiral Chester Nimitz and the men and women who fought in the Pacific during World War II. The museum underwent a 43,000 square foot expansion of the George H. W. Bush Gallery in 2009, and it now houses a state-of-the-art exhibition with 40 media installations, 900 artifacts and hundreds of historic photographs.

“Lavender, herb and dairy farms and vineyards blanket Texas Hill Country, bluebonnets paint the fields a vivid azure in spring and peach stands dot country roads in season...the area is vast...and so is the number of fine dining restaurants, specialty food shops and wine bars clustered in towns like Fredericksburg.”

- Wine Enthusiast Magazine

WINERIES & VINEYARDS

1 BECKER VINEYARDS Located in a 19th century German stone barn reconstruction, Becker Vineyards is a distinctive Hill Country destination. Forty-six acres of vineyards yield eight different varietals, and gorgeous fields of lavender complete a truly picturesque scene.
beckervineyards.com | 464 Becker Farms Rd. | Stonewall
830.644.2681 | Mon–Thurs, 10am–5pm; Fri–Sat, 10am–6pm;
Sun, noon–6pm

2 BELL MOUNTAIN VINEYARDS Home to the first designated wine growing area in the state of Texas, this winery produces everything from Merlot to Mead.
bellmountainwine.com | 463 Bell Mountain Rd. | 830.685.3297
Sat, 10am–5pm; Weekdays by appointment; closed Sunday

3 CHISHOLM TRAIL WINERY Chisholm Trail Winery specializes in Cabernet Sauvignon and Chenin Blanc. Its rustic setting, laid-back atmosphere and “Texas-sized” wine tasting room are sure to delight.
chisholmtrailwinery.com | Nine miles west of Fredericksburg off Hwy. 290 at 2367 Usener Rd. | 830.990.2675
Thurs–Mon, noon–6pm

4 FALL CREEK VINEYARDS Established in 1975, Fall Creek Vineyards is an award-winning Hill Country winery. Located on the shores of Lake Buchanan, its ultra-premium “Meritus,” has been hailed by many as the “best wine in the state of Texas.”
fcv.com | 1820 County Road 222 off Hwy. 29 at Tow, TX | 325.379.5361
Mon–Fri, 11am–4pm; Sat, 11am–5pm; Sun, noon–4pm



5 FREDERICKSBURG WINERY Named by *USA Today* as one of the top three wineries in Texas, Fredericksburg Winery is a family business with down-home hospitality, located in Downtown Fredericksburg.
fbgwinery.com | 247 W. Main St. | 830.990.8747
Mon–Thurs, 10am–5:30pm; Fri–Sat, 10am–7:30pm; Sun, noon–5:30pm

6 GRAPE CREEK VINEYARD Recently renovated and expanded, Grape Creek features Italian ambiance and charm with its Villa tasting room as well as a cozy bed and breakfast.
grapecreek.com | 10587 E. US Hwy. 290 | 830.644.2710
Mon–Fri, 10am–5pm; Sat, 11am–6pm; Sun, 11am–5pm

7 LOST CREEK VINEYARDS Lost Creek is an “oasis” in the Hill Country. This award-winning establishment was recently voted “The Best Winery Destination in the Highland Lakes” and has a bistro and sushi bar on the property.
lostcreekvineyard.com | 1129 Ranch Rd. 2233 | Sunrise Beach
325.388.3753 | Tues–Sun, 11am–5pm

8 PEDERNALES CELLARS Completed in 2008, this state-of-the-art winemaking facility is building a reputation for excellence with its Spanish-style wines.
pedernalescellars.com | 2916 Upper Albert Rd. | Stonewall
830.644.2037 | Mon–Thurs, 10am–5pm; Fri–Sat, 10am–6pm;
Sun, noon–6pm

9 RANCHO PONTE Established in 2009 and conveniently located east of Fredericksburg, Rancho Pointe has experienced winemakers committed to bringing you the best in Texas wine.
ranchoponte.com | 315 Ranch Rd. 1376 | 830.990.8555
Wed–Sun, 11am–5pm; Sat, 11am–6pm

10 SPICEWOOD VINEYARDS Founded in 1992, this is home to award-winning wines with a unique, Hill Country-infused flavor, a large tasting room, and outdoor pavilion with gorgeous surroundings.
spicewoodvineyards.com | 1419 Burnet County Rd. 409 | Spicewood
830.693.5328 | Wed–Sat, 10am–5pm; Sun, noon–5pm

11 TORRE DI PIETRA WINERY The patios and piazza of Torre di Pietra Winery allow guests to relax, enjoy a glass of wine, and listen to live Texas music.
texashillcountrywine.com | 10915 E. US Hwy. 290 | 830.644.2829
11am–6pm daily

12 WOODROSE WINERY Enjoy a restaurant-style atmosphere where guests are invited to relax, sample wine, and browse the ever-expanding wine list.
woodrosewinery.com | 662 Woodrose Ln. | Stonewall
830.644.2539 | Mon–Fri, 11am–6pm; Sat, 11am–7pm; Sun, noon–6pm



BED & BREAKFAST

Because there are hundreds of Bed & Breakfasts, Guesthouses and Inns in Fredericksburg and Gillespie County, these reservation services can help facilitate your selection and reservation process.

1ST CLASS BED & BREAKFAST RESERVATION SERVICE
fredericksburg-lodging.com | 909 E. Main St. | 888.991.6749

ABSOLUTE CHARM BED & BREAKFASTS
absolutecharm.com | 709 W. Main St. | 866.244.7897

GASTEHAUS SCHMIDT RESERVATION SERVICE
fbglodging.com | 231 W. Main St. | 866.427.8374

MAIN STREET BED & BREAKFAST RESERVATION SERVICE
travelmainstreet.com | 337 E. Main St. | 888.559.8555



DINING

AUGUST E'S NOUVEAU TEXAS CUISINE August E's is a popular, contemporary restaurant serving a variety of innovative cuisines. From traditional continental menus served at lunch and dinner, to “Thai Tuesday” and fresh sushi, August E's serves up unforgettable, inspired dishes. Select the perfect pairing from the award-winning wine list to complete the experience.
august-es.com | 203 E. San Antonio | 830.997.1585

AUSTIN'S AT ROSE HILL MANOR Situated inside Rose Hill Manor, Fredericksburg's only AAA four-diamond rated lodge, patrons flock to Austin's for a great meal, fine wine, and intimate atmosphere. Located within walking distance of Pedernales Cellars, Austin's is the perfect place to enjoy a meal after sampling some of the region's fine wines.
rose-hill.com | 2614 Upper Albert Rd. | Stonewall | 1.877.ROSEHILL

CABERNET GRILL – A TEXAS WINE COUNTRY RESTAURANT Fresh seafood, Certified Angus Beef, wild game and ranch fare are the specialties at the Cabernet Grill, which offers upscale Texas Hill Country cuisine served in a casual, antique-filled setting. The staff is professional, “Texas friendly,” and well-versed in the 75 different wines available.
cottonginlodging.com/restaurant | 2805 S. Hwy. 16 | 830.990.5734



DESSERT

CLEAR RIVER PECAN COMPANY
icecreamandfun.com | 138 E. Main St. | 830.997.8490

RATHER SWEET BAKERY AND CAFÉ
rathersweet.com | 249 E. Main St. | 830.990.0498



Culinary
“Zauber”
that goes far beyond
Bier und Brats.

If you come to Fredericksburg anticipating authentic German cuisine, we will not disappoint. But further exploration will reveal restaurateurs that offer decidedly more diverse menus. Escolar and lobster. Seared duck breast with ginger/orange glaze. Tender steaks. And very naughty desserts. All complemented by award-winning cabs, zins, chards, rieslings and merlots from our numerous vineyards and wineries. Incidentally, “Zauber” is the German word for “magic”. Guten Appetit.
VisitFredericksburgTX.org | 866 997 3600



LUBBOCK & THE HIGH PLAINS

LUBBOCK IS BEST KNOWN FOR ITS RED SOIL AND SOME OF THE FINEST GRAPES IN THE COUNTRY.

The city's elevation in the Texas High Plains compensates for the region's warm climate, creating an environment where certain grapes can flourish. Widely known for its reputation as a college town and home to music legend Buddy Holly, Lubbock is making a name for itself in the world of wine.

The wine industry in West Texas actually dates back centuries, to when Spanish missionaries began making sacramental wine near El Paso in the 1600s. Today, Lubbock is considered the capital of the High Plains American Viticultural Area, a region that covers more than 1,000 acres of the Texas plains and has been internationally recognized for its vintages.

Beyond its successful wine business, Lubbock is also home to great boutique shopping and excellent dining options. The combination of these attractions makes Lubbock a fantastic Texas destination.

"What happens in Texas stays in Texas: 95% of Texas wine is consumed in Texas."

- Natalia Kolyesnikova, Ph.D.
Associate Director at Texas Tech University

WINERIES & VINEYARDS

1 CAP*ROCK WINERY Any wine lover's visit to Lubbock would be incomplete without a stop at the famous Cap*Rock Winery. Considered by many to be the most beautiful winery in the country, the facility was designed in the style of an old Spanish Mission. Visitors will be treated to the wine tasting room's high ceilings, richly appointed furnishings and green marble-topped bar as they sample Cap*Rock's labor of love.

caprockwinery.com | 408 E. Woodrow Rd. | 806.686.4452
(Approximately five miles south of Lubbock)
Mon-Sat, 10am-5pm

2 DELANEY VINEYARDS This 21-year-old vineyard covers more than 100 acres of West Texas soil and is responsible for producing most of Delaney's grape varieties.

delaneyvineyards.com | 806.872.3177
(One mile north of Lamesa on Hwy. 137)

3 LA DIOSA CELLARS "The Goddess" in Spanish, La Diosa is a Lubbock institution that reflects a passion for good food and great wine. La Diosa features a coffee bar and bistro-style menu along with several different Texas wines in addition to the La Diosa label—a gesture meant to demonstrate support for the Texas wine industry.

ladiosacellars.com | 901 17th St. | 806.744.3600
Tues-Fri, 11am-midnight; Sat, noon-midnight

4 LLANO ESTACADO WINERY Since 1976, Llano Estacado has grown from a High Plains gamble into the largest premium winery in the state. Llano Estacado made a name for itself and put Texas wine on the map in 1986 when its Chardonnay won a Double Gold award at the San Francisco Wine Fair. Tours and tastings are always complimentary, with 25 different wines to sample and select gourmet foods to accompany.

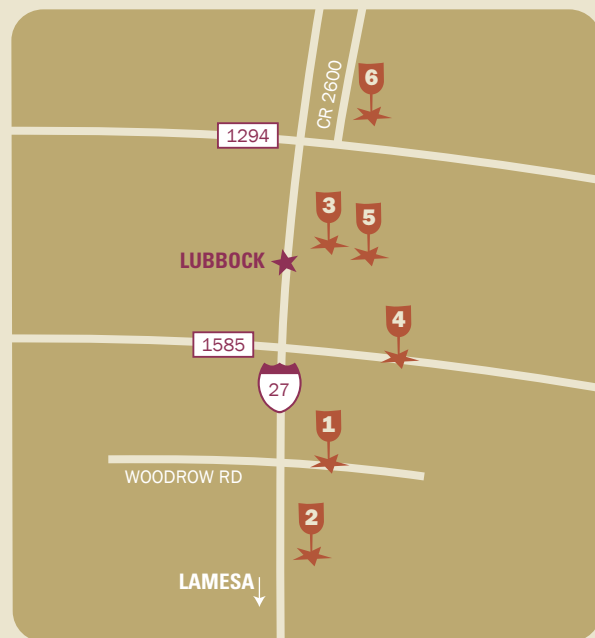
llanowine.com | 3426 East FM 1585 | 806.745.2258
Mon-Sat, 10am-5pm; Sun, noon-5pm

5 MCPHERSON CELLARS Dr. Clinton McPherson is credited with being a pioneer in the modern Texas wine industry, and it was in his honor that McPherson Cellars was established in 2000. The facility is housed in the old Lubbock Coca-Cola® bottling plant and provides an atmosphere of comfort and elegance while guests sip a glass of wine in the tasting room or out on the beautiful patio. McPherson wines have won awards at the state, national, and international levels.

mcpersoncellars.com | 1615 Texas Ave. | 806.687.9463
Mon-Sat, noon-7pm

6 PHEASANT RIDGE WINERY Dedicated to High Plains vintages since 1979, Pheasant Ridge Winery is one of the established leaders of the West Texas wine industry. The winery prides itself on hand-selecting the finest grapes to create Pheasant Ridge wines, which are aged two years in oak casks before bottling. Pheasant Ridge wines are French in style and include the only dry Chenin Blanc produced in the state of Texas.

pheasantridgewinery.com | 3507 E. County Rd. 5700 | 806.746.6033
Fri-Sat, noon-6pm; Sun, 1pm-5pm



DID YOU KNOW?

*Texas has more than 220 family-owned vineyards covering 3,700 acres.**

The Texas wine industry contributes more than \$1.35 billion a year to the state's economy and supports more than 9,000 jobs for Texans.*

* According to a 2009 joint marketing study between the Texas Wine and Grape Growers Association and Texas Tech University.



DINING

ABUELO'S MEXICAN FOOD EMBASSY An outstanding and unique experience for guests. The fresh and creative food and the beautiful courtyard-inspired dining rooms come together to provide a "special occasion" experience within a "casual dining" budget.

abuelos.com | 4401 82nd St. | 806.794.1762

CAFÉ J An upscale eatery and bar, Café J serves avant-garde cuisine in a sophisticated atmosphere. Enjoy live music while rubbing elbows with the "who's who" of Lubbock. Pairing suggestion: Cap*Rock Cabernet Sauvignon Reserve and Café J Signature Ribeye.

cafejlubbock.com | 2605 19th St. | 806.743.5400

LAS BRISAS SOUTHWEST STEAKHOUSE For a quiet, upscale dining experience in Lubbock, Las Brisas is the place to be. Fresh seafood and steaks are served in an atmosphere of rustic sophistication. Voted one of the *Best Dining Patios in Texas* by ShopAcrossTexas.com.

lasbrisassouthweststeakhouse.com | 4701 112th St. | 806.687.6050

DOUBLE NICKEL STEAKHOUSE Proprietor Lisa West's emphasis on traditional values is reflected in the simple yet elegant ambiance. All food is freshly prepared and served by an enthusiastic and knowledgeable staff.

doublenickelsteakhouse.com | 5405 Slide Rd. | 806.792.0055

STELLA'S This cozy Italian restaurant features family-recipe cuisine in an upscale and intimate atmosphere. Home to an inviting bar, relaxing patio and live music on the weekends, Stella's brings a little bit of New York to Lubbock.

stellalubbock.com | 4646 50th St. | 806.785.9299

TRIPLE J CHOPHOUSE AND BREW CO. Triple J is the only brew house in Lubbock and prides itself on providing a semi-upscale atmosphere without sacrificing comfort and friendliness. Try the Llano "Viviano" red paired with the 10 oz. ancho filet.

triplejchophouseandbrewco.com | 1807 Buddy Holly Ave. | 806.771.6555



HOTELS

OVERTON HOTEL AND CONFERENCE CENTER Located within walking distance of Jones AT&T Stadium and blocks from the main campus of Texas Tech University, this 15-story hotel and conference center opened in the summer of 2009 offering more than 300 upscale rooms and suites.

overtonhotel.com | 2322 Mac Davis Ln. | 806.776.7000

WOODROW HOUSE Before it became a charming bed and breakfast, Woodrow House was the first permanent structure on the corner lot of 19th St. and Boston Ave. Across from Texas Tech University, Woodrow House features amenities like private bathrooms, televisions, and high-speed wireless Internet.

woodrowhouse.com | 2629 19th St. | 806.793.3330

HAMPTON INN AND SUITES The Hampton Inn & Suites® hotel in Lubbock-Southwest, TX is located off Loop 289, less than ten minutes from the Lubbock International Airport. The hotel is just a short drive from Lubbock's finest shopping and dining.

hamptoninn.com | 5614 Englewood Ave. | 806.797.9600



Fun Fact!
West Texas is responsible for 80% of the total wine grape production in Texas.

Enjoy wine tastings and tours at one of Lubbock's five wineries.

From award-winning wine to stunning architecture, indulge all of your senses as you learn the wine-making process.

LUBBOCK

Home of Texas Tech, Buddy Holly, unique shopping, dining and a legendary ranching and music heritage.

VisitLubbock.org | 800.692.4035