

LUBBOCK

Texas

VISITOR'S
GUIDE 2023

Flatland Cavalry



502 TEXAS AVE



They say fortune favors the bold. We say fortune favors Lubbock! Check out this video showcasing the LBK brand.



WELCOME TO LUBBOCK, TEXAS



 **LUBBOCK PRESTON SMITH**
International Airport

AIRLINES SERVICING

Southwest

American Airlines

UNITED AIRLINES

WHERE TO STAY

Most hotels are within a short 15-minute drive from the airport and many of our attractions. See a full list of hotels behind the map in the centerfold!

HOW TO GET AROUND TOWN

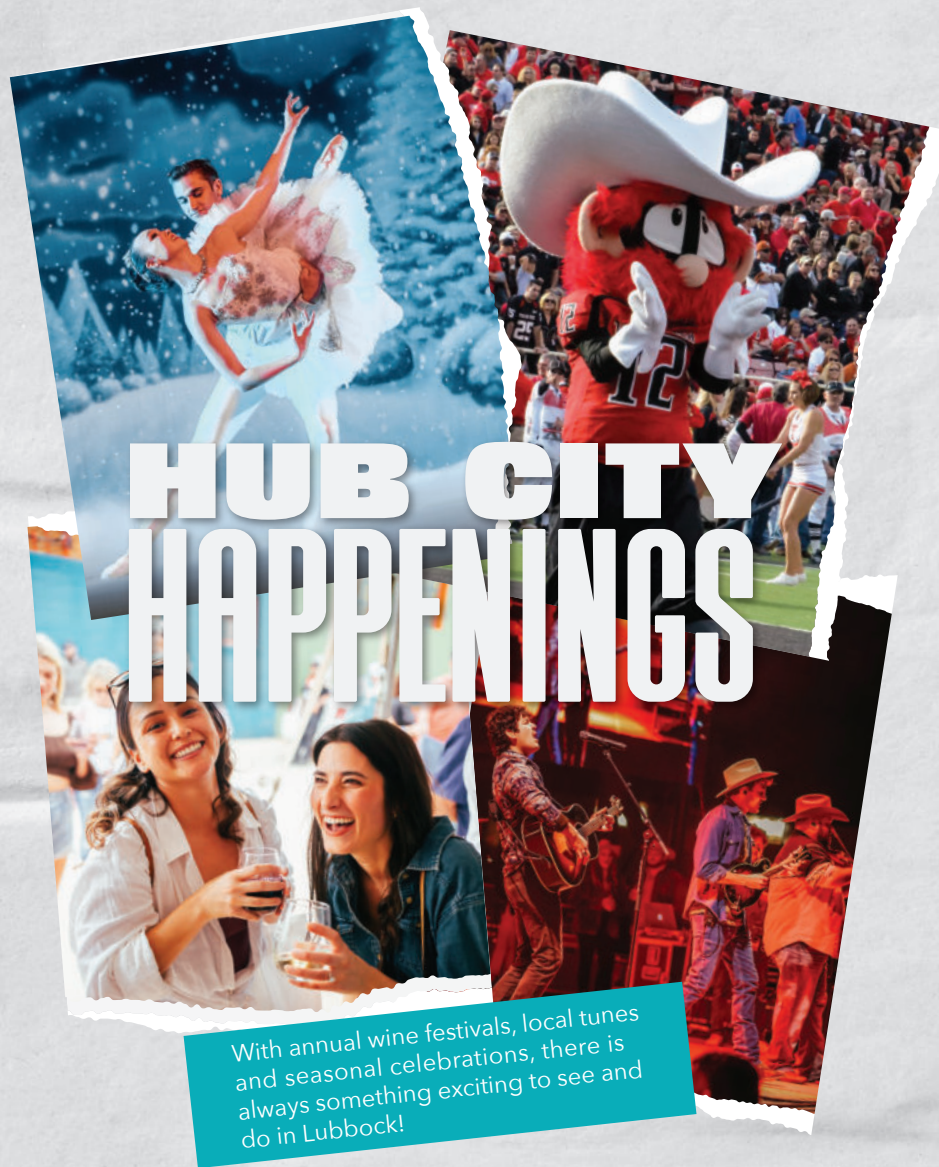
Charter Buses:

Lubbock Shuttle
King's Highway
New Mexico Texas Coaches

Lyft, Uber & taxi services
Rental car services
Limo & town car services

HOWDY!





With annual wine festivals, local tunes and seasonal celebrations, there is always something exciting to see and do in Lubbock!

FOLLOW ALONG FOR
EVENTS, TICKETS AND
DETAILS! →



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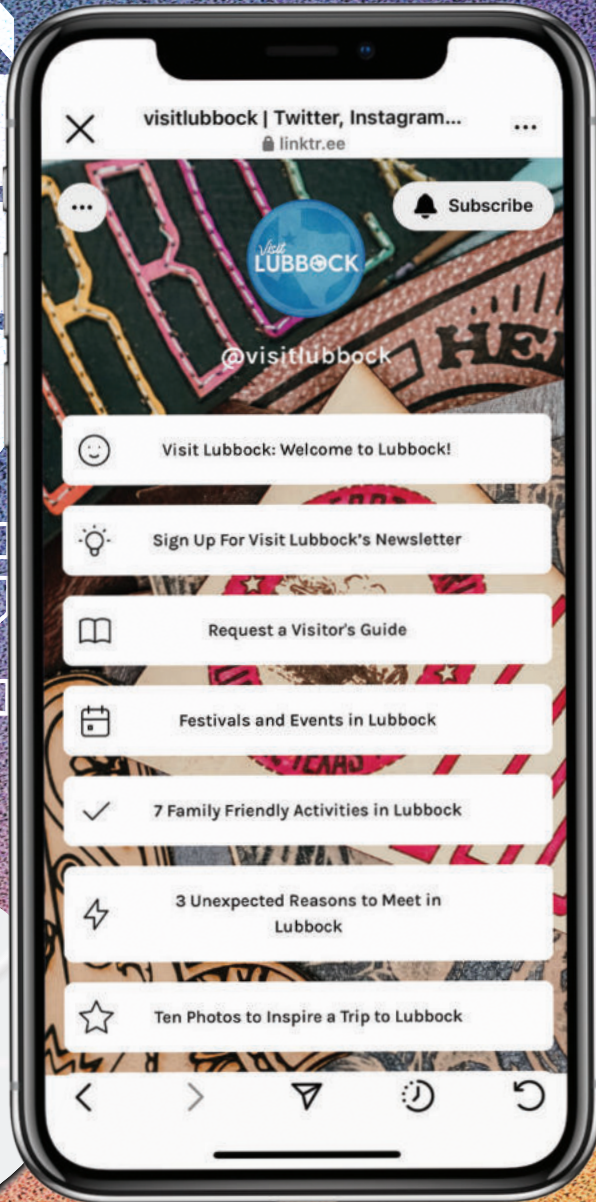
Visitor's Guide produced and designed in-house.

KEEP TOUCH



*Connect
with us!*

While you're
exploring the 806,
snap a picture
and tag us using
@visitlubbock &
#LiveLoveLubbock



ART LUBBOCK

Not only is Lubbock home to the first designated Cultural District in Texas, but the city also boasts Texas Tech University's Public Art Collection. From nationally renowned statues to storm drain murals, Lubbock showcases a variety of public art.

*Explore
now!*





GETTING AROUND / On the first Friday of every month, rain or shine, the event kicks off at 6 p.m. A good starting point is the hub of the trail, LHUCA, at 511 Ave. K. From here, you can hop on a free trolley which services the rest of the Arts District into the Business District and Depot Entertainment District, as well as other venues spanning from 4th Street to 19th Street.



WHAT TO EXPECT / There is no admission fee for the trail, but you'll need your wallet for purchases from a food truck as well as any art you decide to add to your collection. As for what to wear, you will see a range of styles from work wear to casual attire. The main consideration, as with every partially outdoor event, is the weather.

***Note:** This event is dog friendly, although not every participating location may have a spot for your pup (i.e. indoor dining).*

ART ON DISPLAY / At FFAT, many of the exhibits allow you to meet and talk with the artist. This provides the unique opportunity to discuss the process and inspiration behind their work. Oftentimes, artists have demonstrations to interact with as well. A great place to start for this one-on-one experience is Charles Adams Studio Project.

DON'T MISS / From Two Docs Brewing Co. to Wild Lark Books, the trail is lined with a variety of venues ready to entertain. Several downtown restaurants including Rave On, located inside The Buddy Holly Hall of Performing Arts and Sciences, and Claraboya Scratch Kitchen, inside the DoubleTree hotel, participate in FFAT. And, if you want to continue the night with a musical performance, check out The Blue Light Live, Cactus Theater and The Garden for shows. Make sure to tag us on social and share your #FFAT experience!

A GUIDE TO LUBBOCK'S FIRST FRIDAY ART TRAIL

The ultimate connection to the creative community of the LBK is a trip to Lubbock's First Friday Art Trail (FFAT), a must for art connoisseurs and foodies alike. Whether it's meeting local artists, browsing internationally acclaimed work, or eating dinner with friends from a local food truck, this monthly event should be on every Lubbock bucket list.



Broadway Contemporary
Fine Art Gallery



Ballet Lubbock



CREATIVE SPACES: ART GALLERIES & STUDIOS

As the hub for creative inspiration, Lubbock's area studios and galleries showcase local and international talent to inspire and impress visitors. With venues facilitating one-on-one connections with artists to displays of internationally acclaimed pieces, see firsthand the creative community of the "Hub City" at these venues.

BALLET LUBBOCK 1300 Mac Davis Ln., #1 / 806.785.3090

This pre-professional dance school offers shows like its iconic performance of *The Nutcracker*, along with a spring show that is sure to entertain. Along with seasonal performances, Ballet Lubbock's outreach creates the perfect balance of educational opportunities and community connection to the arts.

BROADWAY CONTEMPORARY FINE ART GALLERY 1919 Broadway / 806.407.5318

With 200 original pieces of artwork by more than 22 artists, this contemporary gallery is home to one of the largest local and national art collections in West Texas.

CASP (CHARLES ADAMS STUDIO PROJECT) 602 Ave. J / 806.928.4529

With a mission to bridge the gap between local artists and their community, CASP facilities are designed to give artists workspace and exhibit opportunities. Meet and learn from artists through CASP public workshops, lectures and First Friday Art Trail.

CHARLES ADAMS GALLERY 602 Ave. J / 806.788.1008

Under a new director, the Charles Adams Gallery continues to promote regional and Texas artists with new plans to include rotating solo and juried exhibits. Step into Lubbock's premier fine art gallery and observe pieces from local to world-renowned artists.

EAST LUBBOCK ART HOUSE (ELAH) 405 M.L.K. Jr. Blvd., Ste. B / 979.338.9238

This non-profit, community-based arts organization is a catalyst in using creative action to bring awareness to and support marginalized groups and local artists through exhibition opportunities, affordable art classes and art events.

GREY EDGES STUDIO & ART GALLERY 1614 Mac Davis Ln./ 806.473.7475

Accomplished mural artist, Kelly Reyna, opened her all-inclusive art gallery to highlight under-represented artists through workspace and exhibit opportunities. Nestled in the downtown Lubbock art scene, this gallery also provides nurturing, artistic opportunities to families with autism.



East Lubbock Art House
(ELAH)



LHUCA



LUBBOCK'S FINE ARTS GALLERY

GLASSYALLEY 1940 Texas Ave. / 806.535.2457

From her hometown of Cork City, Ireland, to her warehouse in Lubbock, owner Pauline is bringing light to the world of mosaics through her gallery. Shop her pandemic-born mosaic kits or take one of her weekly classes to get inspired.

LHUCA 511 Ave. K / 806.762.8606

Bringing visual, performing and literary arts to adults and children in the community, LHUCA is at the core of Lubbock's arts and entertainment district. LHUCA is home to over four art galleries, a multi-purpose theater and several facilities that host regional, national and international artists.

LUBBOCK'S FINE ARTS GALLERY 1801 Crickets Ave. / 806.775.3560

Inside the Buddy Holly Center, the Fine Arts Gallery continues its tradition of bringing challenging visual arts exhibitions to Lubbock. The 2,500 square feet of gallery space features regional and national artwork.

HEALTH

ON THE *Go*

Maintain your wellness routine and treat yourself to the pampering you deserve while visiting the 806! From health food options to drop-in classes at local studios, check out these spots to continue training, find your savasana and indulge in the luxury of self-care.



THE ART OF THE COWBOY

Flint Boot & Hat Shop

*"We get bankers and lawyers
and everyone in between."*



Jared Coffelt isn't entirely sure that he's met all of his customers at Flint Boot & Hat Shop. "I've got customers who, to some degree, still never come into town," Coffelt chuckles. They're ranch cowboys, working outside the expanding borders of the Hub City. When their custom-made felt hats have seen their last dusty sunset, folks in ranch headquarters call Coffelt, whose shop has the noted measurements on file. Coffelt crafts their new hats, then sends them out to their expectant new owners.

"They wear these hats daily," Coffelt says. "They've got to hold up, be what they want and fit right." That's a good estimation of Coffelt's philosophy for every customer, though these days, he's not just creasing felt for ranch hands and rodeo stars. "We get bankers and lawyers and everyone in between," Coffelt says. "Right now, the way the fashion world is, women

and others want more wild and different stuff. It's fun to do that in an old-school way while taking a whole new look at it."

That nouveau-western spirit is part of what inspires Cassie Troutman, a Lubbock artist and owner of Cassapora Leather, where she makes customized leather pieces – more perfect accoutrements to live out your western fantasy.

"I work with a lot of recycled pieces like boots and tooled belts, and I lean into the romanticized feeling," Troutman says. "Lots of things are going very sleek and modern, and this is the opposite."

Creators drive inspiration from the connection to the practice of cowboying in West Texas.



A Place of Origin

"This was ranching territory," recounts Jim Bret Campbell, director of the National Ranching Heritage Center, a museum and 19-acre historical park located on the northern boundary of the Texas Tech University campus. "Some of the largest ranches in the country, in the late 1800s, were headquartered here on the South Plains – the Four Sixes, the Pitchfork, the Tongue River and others." Decades upon decades later, "that's still the heart of Lubbock," Campbell said. "We still remain a western town."

A similar respect for the past breathes life into the American Windmill Museum, a 28-acre wonderland located at 1701 Canyon Lake Dr., one mile east of Interstate 27. There, visitors can take in nearly 200 windmills on display – "a magnificent sight to see," executive director Sandra Harris says.

Harris sees visitors who regale her with stories of the windmills they grew up around on their family farms, but she also greets plenty who are "curious about life in the west."

Those eager to learn more about the region's history might pay a visit to the FiberMax Center for Discovery, which focuses on the agricultural prominence of the region with antiques and interactive exhibits, according to director Lacee Hoelting. "I think of Lubbock as a destination, where the western lifestyle and heritage all correlate back to an intrinsic set of values," Hoelting says. "One thing I've always liked about Lubbock is how wide open it feels. When people think back to the Old West, you think of this open pasture and land waiting to be explored, and that still describes Lubbock."

From the great expanse of land, visitors can head to the famed Depot Entertainment District, where they can catch the latest sounds from Lubbock's legendary musical scene. If their timing is right, they can catch cowboys battling that eight-second buzzer at the ABC Pro Rodeo in April (in Levelland), the Texas Tech Rodeo in October or the Lubbock Pro Rodeo in November.

The Wild West Resurgence

Lubbock may soon see a new influx of those cowboy enthusiasts eager to reconnect with their western roots or learn about a completely foreign way of life. Just as Peacock's smash hit "Yellowstone" boosted tourism in Montana, so too may the forthcoming "6666" spinoff, based on "Burk" Burnett's massive spread, bring attention to the South Plains.

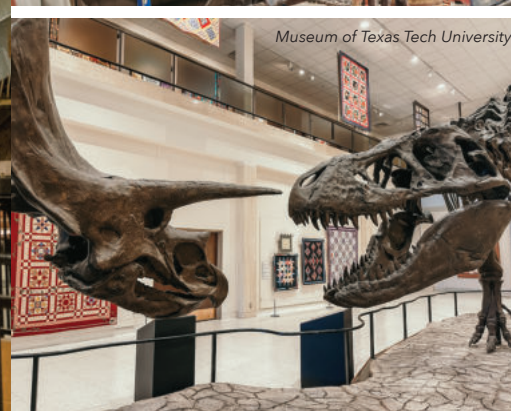
When those eager fans arrive in the real west, they'll find that the journey from Lubbock to the 6666 Supply House, which is just over one hour, will make a perfect day trip, bringing them past other long-standing, significant brands like Pitchfork.

As much as anything, that sums up the new frontier of Lubbock, a city west of your expectations. The burgeoning metropolis is growing rapidly, but some truths remain. Here, the sun sets slower, strangers become unlikely friends and a community unites before the golden horizon.

"I've lived here long enough that I can see how big this city has become, and it's a totally different place," Coffelt says. "But while it's grown significantly and become very diverse and multicultural, it's still the heart of West Texas."

"One thing I've always liked about Lubbock is how wide open it feels."





MUST-SEE MUSEUMS

With the largest collection of windmills in the world and a pair of iconic frames, Lubbock is a hub for historical finds and the ideal destination for the curious-at-heart. Check out our guide for must-see museums around town.

AMERICAN WINDMILL MUSEUM 1701 Canyon Lake Dr. / 806.747.8734

Visit the largest collection of windmills in the world at the American Windmill Museum. Here, visitors are immersed in the pioneering spirit of Lubbock through exhibits and art including the 6,000-square-foot, hand-painted mural titled *Legacy of the Wind*.

BUDDY HOLLY CENTER 1801 Crickets Ave. / 806.775.3560

Don't miss the exhibit dedicated to the life and music of Lubbock's favorite son and rock 'n' roll legend, Buddy Holly. View memorabilia donated by family, friends and fans of Buddy's including the iconic glasses found at the site of the airplane crash. Just adjacent to the Center is the J.I. Allison House which is known as the site where Buddy and The Crickets wrote the hit, *That'll Be The Day*.

CAVIEL MUSEUM OF AFRICAN AMERICAN HISTORY 1719 Ave. A / 806.773.6046

Named after the former owners of the building and the first African American husband and wife to own and operate their own pharmacy in the U.S., Alfred and Billie Caviel, the Caviel Museum of African American History is dedicated to celebrating art, culture and identity with artwork from Africa and antiques donated by community members.

FIBERMAX CENTER FOR DISCOVERY 1121 Canyon Lake Dr. / 806.744.3786

With a cotton harvesting experience, an exhibit featuring women in agriculture, an impressive lineup of over 700 toy tractors and a replica of a blacksmith shop, guests are immersed in an array of interactive exhibits at the FiberMax Center for Discovery. Learn about the history and impact of American agriculture at this must-see spot.

LUBBOCK LAKE LANDMARK 2401 Landmark Dr. / 806.742.1116

Step back into prehistoric times at Lubbock Lake Landmark. Dating back 12,000 years, this museum showcases exhibitions featuring Ice Age creatures along with outdoor trails to admire nature and wildflowers. Make sure to check out the archeological trail and get your picture with the iconic mammoth just outside the museum.



National Ranching Heritage Center



Science Spectrum & OMNI Theater



Silent Wings Museum

MUSEUM OF TEXAS TECH UNIVERSITY 3301 4th St. / 806.742.2490

From pottery and textiles to dinosaur replicas, the Museum of Texas Tech University is a great place for admirers of the arts and history buffs alike. As you peruse the rotating exhibits, don't miss the Moody Planetarium. Be transported out of this world with educational shows highlighting the stars and constellations.

NATIONAL RANCHING HERITAGE CENTER 3121 4th St. / 806.742.0498

Telling the history of ranching in Texas is this museum's claim to fame. Here, visitors explore a 19-acre historical park with over 50 authentically restored ranch structures as well as rotating exhibits inside the main building. Make sure to mark your calendar for the Center's spring event, Ranch Day, which depicts everyday ranch life. Its December event, Candlelight at the Ranch, shows what a yuletide season was like on the ranch.

SILENT WINGS MUSEUM 6202 N. I-27 / 806.775.3047

Honor the history of the U.S. World War II glider program and see one of the few fully restored glider planes still in existence. The Silent Wings Museum also features a C-47 airplane and multimedia theater for visitors to learn the history of this military operation and honor the freedom we enjoy today.

SCIENCE SPECTRUM & OMNI THEATER 2579 S. Loop 289, #250 / 806.745.2525

The Science Spectrum provides a hands-on experience offering insights into basic principles of science like pulleys, electrical circuits and more. Check out the children's museum with a vet clinic, sensory play and plenty of space to explore! Not to mention, this attraction hosts engaging community events like Critter Fest, and educational films play at its on-site Omni Theater.



REUNITE IN LUBBOCK, TEXAS

At Visit Lubbock, we are proud to pay tribute to our servicemen and servicewomen! Rich in military history, Lubbock is the ideal host city for your event. From military reunions to Veterans Day celebrations and everything in between, the Visit Lubbock team is available to assist in the planning process every step of the way. While here, the city has endless opportunities to take your reunion to the next level.

**CONTACT US FOR
MORE INFORMATION!**



Savor the Sweets



Blueberry Banana Split Pie



Texas Sheet Cake



Cookies



Fruit Cup

From an iconic Texas staple to an untraditional take on a classic pie, check out our round up of sweets to savor in the 806.

1 At **Cast Iron Grill**, the pies are made day-of and generally sold out by noon. So, come early and order a slice to kick-start your day. This local sweet pick is an untraditional take on the best combination: cheesecake and pie. Order the blueberry banana split for a delectable treat topped with housemade whipped cream and chopped pecans. (p. 35)

2 This long standing Lone Star staple served at **Evie Mae's**, known as a Texas sheet cake, will remind you of the one your grandmother made. Not to mention, it's gluten free, as are all of the desserts at this barbecue spot. (p. 37)

3 Step back in time at **Holly Hop Ice Cream Shoppe** as this retro diner is serving up delectable scoops. We recommend the classic Mint Chocolate

Chip ice cream. You simply can't go wrong with this timeless frozen treat amid the perfect vintage aesthetic. (pictured left) (p. 40)

4 Savor fresh slices of watermelon, cantaloupe and strawberries topped with Tajin seasoning from **Raspados Colima Restaurant**. With options for traditional Mexican desserts like tres leches cake cups and fruit smoothies, you'll find a refreshing and tasty way to satisfy your sweet tooth from this local favorite. (p. 39)

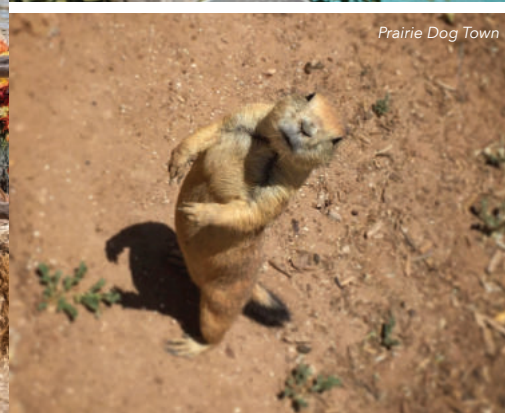
5 There aren't many pairs as iconic as a Coca-Cola and a cookie. With choices like traditional sugar and chocolate frosted peanut butter, those with a sweet tooth will find the perfect sweet treat to pair with a specialty soda at **The Soda Shack**. (p. 40)



At'l Do Farms Corn Maze



Lubbock Water Rampage



Prairie Dog Town



Play Street Museum

FAMILY FRIENDLY IN THE HUB CITY

Catch a drive-in movie, practice your golf swing or visit a few Lubbock celebrities with your family. We've compiled a list of family-friendly activities for the ultimate trip to the Hub City.

4ORE! GOLF 6909 Marsha Sharp Fwy / 806.368.8334

Practice your swing from state-of-the-art, climate-controlled tee boxes and virtually play nationally acclaimed golf courses at this local venue. With delicious drinks and live music, 4ORE! Golf is a great interactive experience for avid golfers and beginners alike.

AT'L DO FARMS CORN MAZE 6323 FM 1294 / 806.787.4222

One of the best ways to kick off the fall season with your family is a trip to the corn maze. With a petting zoo, hayrides and roasted corn, this seasonal spot is a fun outing for the whole crew. Follow along on social to learn what this year's maze pattern will be!

ALTITUDE TRAMPOLINE PARK 4525 Milwaukee Ave., #1100 / 806.370.3725

Soar to new heights at the Altitude Trampoline Park! With 20,000 square feet of wall-to-wall trampolines, you can rent out the park to host a high-impact event or birthday party.

LUBBOCK WATER RAMPAGE 6602 Marsha Sharp Fwy / 806.771.5953

Surf's up at Lubbock Water Rampage! Catch some waves at Caribbean Adventure, or float the river at Lost World. Not only is this a great option for the littles, parents can also sit back, relax and enjoy an adult beverage in the shade.

MILESTONES DEVELOPMENT & PLAY PARK 6301 Marsha Sharp Fwy / 806.701.5290

At Milestones, there is a place for everyone. The first of its kind in Texas, this up-and-coming indoor play park brings children together in an inclusive space for all to enjoy. Check in with us on social for opening dates!

PLAY STREET MUSEUM 10609 Slide Rd., #400 / 806.319.7534

Your little one will love this new indoor play-place. Play Street Museum is full of hands-on activities, perfect for developing fine motor skills and creative play. This venue is available by appointment to facilitate the ideal play environment for friends.



4ORE! Golf



Stars & Stripes Drive-In Theatre



The Range

PRAIRIE DOG TOWN Mackenzie Park Rd.

Say hello to Lubbock's cutest residents at Prairie Dog Town! This first prairie dog colony is the first of its kind, established in the early 1930s by K.N. Clapp to protect these furry friends from local farmers. Grab a bag of carrots and head to Mackenzie Park to meet these local celebrities!

THE RANGE 3116 122nd St. / 806.445.0010

Enjoy a night under the West Texas stars with a chance to practice your golf swing, listen to music with friends and savor pizza and craft drinks at The Range. This attraction is pet friendly and offers plenty of games to entertain the kids.

STARS & STRIPES DRIVE-IN THEATRE 5101 Clovis Rd. / 806.749.7469

Travel back in time to the era of swing dance, soda shops and poodle skirts with a trip to this 50s-inspired drive-in movie theater and diner. This family-friendly attraction offers double features Friday and Saturday and single showings Sunday evenings. From comedies to thrillers and the latest animated releases, there's always something for each member of the family to enjoy.

LUBBOCK SPORTS

Hosts Champions



Whether it's USA Boxing's Junior Olympic Championship or NJCAA Division I Women's Basketball Championship, Lubbock is the destination for champions to compete.

Premier facilities, friendly accommodations, and West Texas hospitality make the 806 the ideal place to host your next competition.

LUBBOCK
SPORTS

LUBBOCKSPORTS.ORG



From mountain biking to zip lining and paddleboarding to axe throwing, we've lined up eight thrilling adventures in the LBK!

ADVENTURE PARK 5110 29th Dr. / 806.793.7275

Brace yourself for an adrenaline-packed time at this family-friendly attraction. Whether it's zip lining or racing friends on the go-kart tracks, Adventure Park brings the thrill throughout this 20-acre park!

MOUNTAIN BIKING Dunbar Historical Lake & Mackenzie Park

Explore miles of trail on two wheels at Dunbar Historical Lake! Lubbock offers the ideal change in scenery with adventurous trails in the Yellow House Draw in east Lubbock.

CAPROCK CANYONS 850 Caprock Canyon Rd., Quitaque, TX / 806.455.1492

Explore nature at Caprock Canyons with nearly 90 miles of open trails. Adventure seekers find something for every expertise; not to mention, guests might see bison roaming the grounds. Some of the bison still on-site are remnants of Charles Goodnight's herd. Make sure to stop by Clarity Tunnel for a glimpse of the bats, too.

ELITE PAINTBALL 10325 CR 6700 / 806.470.1334

Ready, set, aim! At Elite Paintball, thrill enthusiasts find all the supplies they need for the ultimate paintball matchup. Don't walk, run and dodge your way around this site and prepare for the battle to commence!

ESCAPE ROOM The clock is ticking! Will you escape before time runs out? Find out at one of Lubbock's three escape rooms. Lubbock Escapes, Time Crunch Escapes and Trapped! have a variety of themed rooms from pirate adventures to the penitentiary and everything in between. So, it's time to round up your friends or family and put your puzzle skills to the test.

RAIDER'S AXE GALLERY & ENTERTAINMENT 1408 Ave. F / 806.782.4676

Keep your eye on the target and let the axe fly at Raider Axe Gallery & Entertainment! This local attraction allows visitors to incorporate artistry into this up-and-coming sport. (Pictured left)

SUPLBK Dunbar Historical Lake

Try your balance at Lubbock's premier paddleboarding rental company, SUPLBK! With sunset paddles, full moon paddles, and kayaking, adventure seekers are sure to put their skills to the test. If you are looking for more of a tranquil glide across the water, this is a great option for kids and dogs alike.



BBQ PLATTER at Hill Barbecue (p. 37)



JOLLOF at Vizo's African Bar & Restaurant (p. 41)

Local Faves

From the pop of a poached egg over fresh avocado toast to the cheesy pull of a hot pizza, this year our foodie favorites bring drool-worthy praise to an international sampling of some of the Hub City's best dining spots.

SUPREME PIZZA at Dario's Pizza & Calzones (p. 39)



AVOCADO TOAST at Ninety-Two Bakery & Cafe (p. 35)

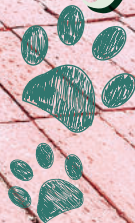


TACO PLATTER at Taqueria Autlan (p. 39)

Flip to pg. 35 for more local faves!



FINN'S *Tail-Wagging* GUIDE to the 806



From pet-friendly patios to dog parks and bakeries, come along with Finn and spend a day exploring Lub-bark!

OFF LEASH / Lubbock's newest park, McAlister Dog Park, is a dog haven! Complete with five acres of fenced room to run, this park is zoomies-friendly and offers ample space for Finn to stretch his legs and hydrate at the dog-friendly water fountains. Here, pets have the option of the small to large breed areas, with an agility park for all sizes.

PET-FRIENDLY STAYS / In Lubbock, many of our local hotels love your pet as much as you do. The Cotton Court Hotel in downtown Lubbock boasts pet-friendly rooms complete with a Finn-approved bed and doggy goodie bag, as well as a courtyard for you and your pup to enjoy the fresh air and sunshine!

A TRAINED EYE / Grab the leash and take a self-guided walk through Texas Tech University's beautiful campus. This pup-friendly outdoor adventure is a great way to get in Finn's daily exercise while marveling at renowned works of art. Be sure to download the mobile app, arTTrek, which acts as your tour guide.

FIVE PAWS / Every good pup deserves to be spoiled from time to time, and Finn may just know a thing or two about that. For toys and treats, there are plenty of places in the LBK that offer pet essentials and luxuries Finn is sure to wag his tail for. His top picks include Urban Pet Market, Three Dog Bakery and Merlin's Pet Shop!

AFTER 5 P.M. / While enjoying a craft beer, your dog can bask in the sun or lay in the shade at Two Docs Brewing Co. This pet-friendly atmosphere creates a space for dogs and their owners to relax, listen to live music and play yard games as the sun sets. Beware: your pup may just sneak a sip of your craft brew.

Scan for more dog-friendly ways to be entertained in the Hub City!





Food / Drink

COFFEE SHOPS

GOLD STRIPE COFFEE ROASTERS

2610 Salem Ave., #5
806.412.7303

9816 Slide Rd., #102
806.407.3444

HE-BREWS COFFEE

2709 Marshall St. ▶ 806.712.0468

HILL BARBECUE

3017 34th St. ▶ 806.632.3313

J&B COFFEE

2701 26th St. ▶ 806.796.1114

LUBBOCK'S BREAKFAST HOUSE & GRILL

7006 University Ave., #17
806.687.8912

2422 19th St. ▶ 806.701.5351

3515 50th St. ▶ 806.308.0010

MONOMYTH COFFEE

2024 Broadway ▶ 806.368.8183

NASHWELL CAFE

1212 Ave. K ▶ 806.516.5645

NINETY-TWO BAKERY & CAFE

6303 82nd St. ▶ 806.853.5459

PAINT ROCK COFFEE CO.

2002 Broadway

PANCAKE HOUSE

510 Ave. Q ▶ 806.765.8506

SUGAR BROWNS COFFEE CO.

6701 Indiana Ave., Ste. A
806.407.5877

6023 82nd St. #1 ▶ 806.368.7218

THE LOBBY BY SUGAR BROWNS

1500 Broadway ▶ 806.993.2103

TUMBLEWEED & SAGE

610 Donald Preston Dr., Ste. A101,
Wolfforth, TX ▶ 806.855.2033

AMERICAN

ALL AMERICAN EATERY

8904 US-87 ▶ 806.368.6304

50TH STREET CABOOSE

5027 50th St. ▶ 806.796.2240

BACK 40 GRILL

5214 98th St. ▶ 806.853.8715

BAR PM

1211 University Ave., Ste. A,
806.747.2720

BIERHAUS LUBBOCK

2009 Broadway ▶ 806.368.8324

BONUS BURGER

2312 50th St. ▶ 806.795.7400

BUCKET OF LOVE

6012 82nd St., Suite E
806.701.3640

BUNS OVER TEXAS

3402 73rd St. ▶ 806.793.0012

CAPROCK CAFE

3405 34th St. ▶ 806.784.0300

5217 82nd St. ▶ 806.771.2233

CAST IRON GRILL

620 19th St. ▶ 806.771.7690

CHRISTAKIS BURGERS

1111 34th St. ▶ 806.744.6833

LUBBOCK'S
Chilton



One summer day at the Lubbock Country Club, a local doctor asked the bartender for a refreshing drink. A shot of vodka, a squeeze of a lemon and seconds later, the Chilton was born. From Jalapeño to blueberry, scan the QR code for five ways to order a Lubbock's Chilton in the city of its origin.

COOK'S GARAGE

11002 US-87 ▶ 806.893.2491

COPPER CABOOSE

5609 Ave. Q ▶ 806.744.0183

COOPER'S DRIVE IN

1102 FM 1585 ▶ 806.745.3515

CRICKETS

2412 Broadway St. ▶ 806.744.4677

CUJO'S SPORTS BAR AND GRILL

5811 4th St. ▶ 806.791.2622

DIMBAS CHICKEN & SEAFOOD

412 Frankford Ave. ▶ 806.281.1681

5010 Quaker Ave. ▶ 806.799.0830

DIRK'S

1636 13th St. ▶ 806.368.3915

THE ESCONDIDO GRILL

701 Regis St. ▶ 806.762.6201

FARMHOUSE7718 Milwaukee Ave., #200
806.746.207511804 Indiana Ave., #200
806.993.1180**FLIPPERS TAVERN**

1406 Ave. Q ▶ 806.701.5130

GEORGE'S CAFE

5407 4th St. ▶ 806.795.6000

GEORGE'S RESTAURANT

6914 82nd St. ▶ 806.783.8500

GILBERT'S BAR & GRILL

2608 Salem Ave. ▶ 806.795.8791

GLAZED HONEY HAM CO.

3424 82nd St. ▶ 806.793.5050

HARRIGAN'S PRIME GRILL11814 Indiana Ave., #3
806.368.8008**JAKE'S SPORTS CAFE**5025 50th St., Ste. A
806.687.5253**JAZZ A LOUISIANA KITCHEN**

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2601 Clovis Rd. ▶ 806.762.4012

JUMBO JOE'S BURGERS

3310 4th St. ▶ 806.747.7900

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& BILLIARDS ROOM**7604 Milwaukee Ave., #1400
806.368.8200**LEE'S CAFE**7604 Milwaukee Ave., #400
806.368.8537**MESQUITES SPORTS GRILL & BAR**

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RESTAURANT & BAR**

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RAIN CAFE

2708 50th St. ▶ 806.785.5800

RED ZONE CAFE

3602 Slide Rd., #1 ▶ 806.784.0010

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806.368.9060**SKOONERS GRILL & BAR**1617 University Ave.
806.749.7625**SOMETHING DIFFERENT GRILL**

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10501 Quaker Ave. ▶ 806.999.6700

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AND LUNCH**

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4631 50th St. ▶ 806.701.5002

TEXAS CAFÉ & BAR

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4637 50th St., #300 ▶ 806.701.1725

THE RESERVE CULINARY TAVERN10305 Quaker Ave., #200
806.403.0311**TOMMY'S FAMOUS BURGERS**

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BIG E'S BARBEQUE1802 Buddy Holly Ave. (Rear)
806.441.6703**BIGHAM'S SMOKEHOUSE**

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4302 19th St. ▶ 806.793.6880

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806.317.1920**EDDIE'S BARBEQUE**

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806.782.228111310 Slide Rd.
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3605 34th St. ▶ 806.796.1164

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4704 4th St. ▶ 806.687.0795

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806.205.6244**THE SHACK BBQ**2309 N. Frankford Ave.
806.416.1283**TOM & BINGO'S
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1805 Parkway Dr. ▶ 806.765.7818

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KITCHEN & BAR**

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AT OVERTON HOTEL**

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806.789.2665

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6606 19th St. ▶ 806.793.1921

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806.744.6268

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MIGUEL'S
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2112 50th St. ▶ 806.712.5000

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5405 Slide Rd. ▶ 806.792.0055

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J'S CREAMERY

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2002 34th St. ▶ 806.412.7423

OTTO'S GRANARY

4119 Marsha Sharp Fwy
806.797.1728

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5905 82nd St. ▶ 806.798.2253

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6801 Milwaukee Ave.
806.687.0505

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CHINA TOWN RESTAURANT

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806.783.8888

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EAST MOON

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3701 19th St. ▶ 806.701.5486

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1803 7th St. ▶ 806.749.7888

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O HANA JAPANESE STEAKHOUSE

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5217 82nd St., #101 ▶ 806.783.8298

ROYAL INDIAN CUISINE

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SAKURA NOODLE HOUSE & SUSHI BAR

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THAI PEPPER

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5018 50th St. ▶ 806.791.0024

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YUYO JAPANESE RESTAURANT

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RAVENWOOD SHOPPING CENTER

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SOUTH PLAINS MALL

6002 Slide Rd. ▶ 806.792.4653

THE HUB SHOPPING CENTER

7320 Milwaukee Ave.
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THE SHOPPES ON MILWAUKEE

6810 Milwaukee Ave.

THE VILLAGE SHOPPING CENTER

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WEST END

2910 W. Loop 289 ▶ 806.745.9718

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806.392.4040

DADDY O'S

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JUX-TA-POSH

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806.407.4122

KATIE'S KORNER ANTIQUES

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LUBBOCK FANCY FLEA & COMPANY

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806.891.4141

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2255 34th St. ▶ 806.687.4675

VINTAGE ETC. ANTIQUE MALL

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WILD WEST VINTAGE DECOR

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6002 Slide Rd. ▶ 806.784.0993

BUCKETHEADS

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806.407.3385

BYBEE'S

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1611 University Ave.
806.763.1071

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CLAIR'S CLOSET

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806.795.1598

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806.749.0101

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J. ROBERTS

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806.368.6745

JULIAN GOLD

8201 Quaker Ave., #106
806.416.5028

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806.687.1722

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6002 Slide Rd. ▶ 806.797.8977

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806.687.1020

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4414 82nd St., #119
806.792.2600

RIVER BLEU

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RIVER ROSE

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806.368.5098

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806.741.1870

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6002 Slide Rd. ▶ 806.792.1922

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413 University Ave., #100
806.771.9357

6816 Slide Rd., #13 ▶ 806.771.1070

6002 Slide Rd. ▶ 806.771.2244

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10305 Quaker Ave., #400
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10605 Slide Rd., #200
806.993.0030

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4505 98th St. ▶ 806.794.7711

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1401 114th St. ▶ 806.748.7144

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CAVENDER'S WESTERN OUTFITTER

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DOLLAR WESTERN WEAR

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3035 34th St. ▶ 806.797.7060

RC CUSTOM BOOTS

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TX ▶ 806.455.1492

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SHADOW HILLS GOLF COURSE

6002 3rd St. ▶ 806.793.9700

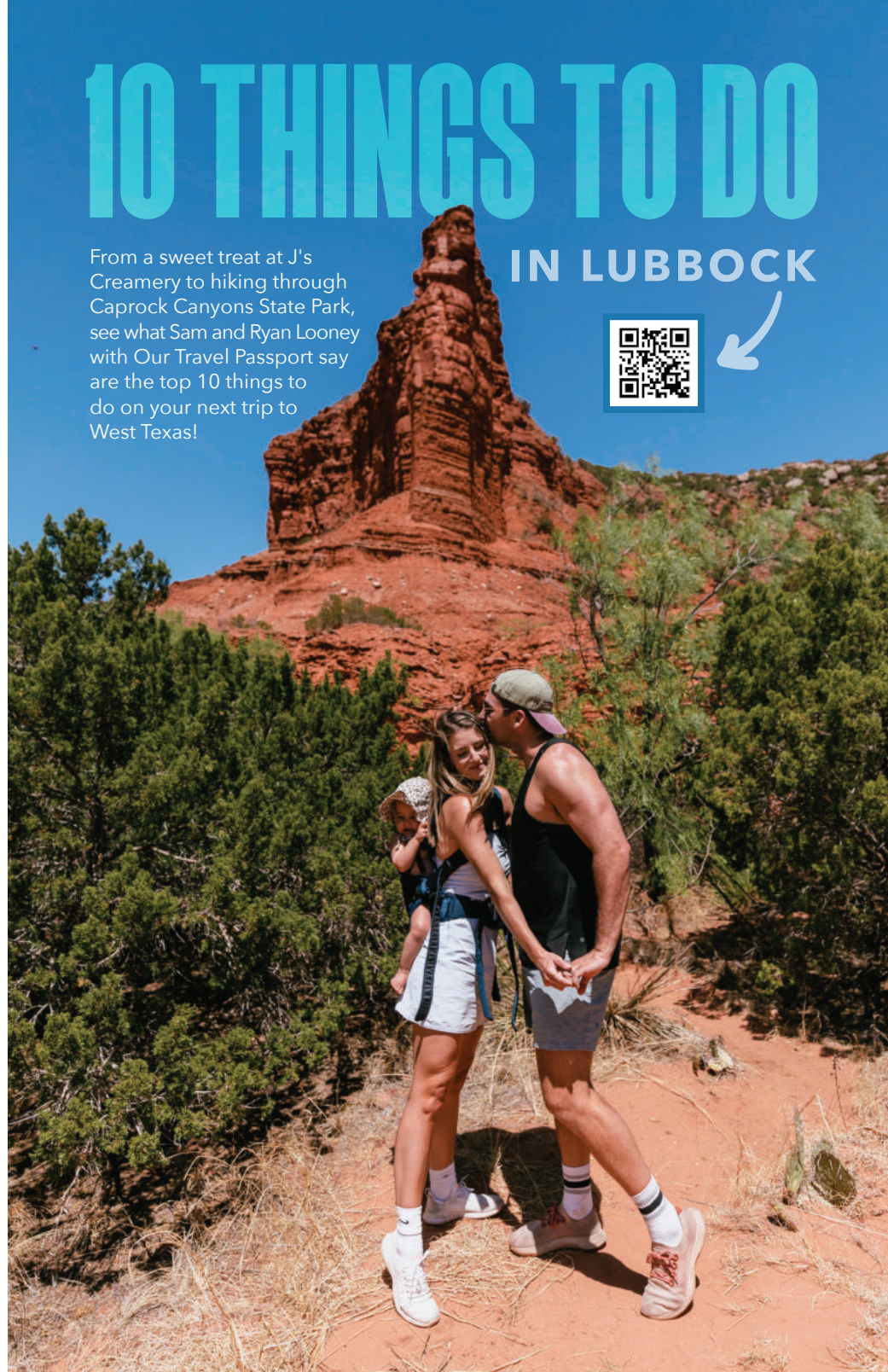
THE RAWLS COURSE AT TEXAS TECH UNIVERSITY

3720 4th St. ▶ 806.742.4653

10 THINGS TO DO

IN LUBBOCK

From a sweet treat at J's Creamery to hiking through Caprock Canyons State Park, see what Sam and Ryan Looney with Our Travel Passport say are the top 10 things to do on your next trip to West Texas!





Christopher Cross / Cactus Theater



Israel Garza / Jake's Sports Cafe + Backroom

HOUSE OF TUNES

It's no secret Lubbock takes center stage when it comes to musical talent. From rock 'n' roll legend Buddy Holly to Flatland Cavalry, the Hub City's music venues showcase both local and touring entertainers from a variety of genres.

BUDDY HOLLY HALL OF PERFORMING ARTS AND SCIENCES 1300 Mac Davis Ln. / 806.792.8339 / Serving as the cornerstone for the arts community and downtown Lubbock, The Buddy Holly Hall of Performing Arts and Sciences offers performances ranging from popular comedians to Broadway shows. With two NC-15-rated theaters, the quality of the production is second to none. Don't miss your chance to see Hamilton and Dear Evan Hansen during the 2023 Broadway season.

CACTUS THEATER 1812 Buddy Holly Ave. / 806.762.3233
A Lubbock staple, the Cactus Theater served as a movie theater in the 1930s and now hosts iconic tribute performances and touring shows throughout the year. At times, the venue still plays host to movie renditions as well.

CHANCES R NIGHTCLUB 5610 Frankford Ave. / 806.799.3993
Kick up your boots at this local honky-tonk! Chances R Nightclub offers plenty of room to practice two-stepping on this popular oak dance floor!

COOK'S GARAGE 11002 US-87 / 806.893.2491

This venue is known for hosting events from rodeos to concerts featuring hit performers like Midland and Ice Cube. No matter the time of year, music fans find an impressive lineup of shows. While there, make sure to browse through one of the largest collections of neon and vintage oil and gas signs on display.

HIGH NOON AT THE LUBBOCK COUNTY COURTHOUSE 904 Broadway

Stop by the High Noon Concert series hosted by the City of Lubbock every Wednesday at noon from June to August at the Lubbock County Courthouse Gazebo. With local music and area food trucks, this is a great time to hear tunes from local artists and enjoy the fresh air. Don't forget a blanket or lawn chair!

JAKE'S SPORTS CAFE + BACKROOM 5025 50th St., Ste. A / 806.687.5253

A true testament to the endless live music offerings of the Hub City, Jake's Backroom entertains patrons with its classic eats and ever-changing lineup of musical genres.

MOONLIGHT MUSICALS 413 E. Broadway / 806.722.0556

Be enchanted at this outdoor amphitheater with a rotating lineup of productions like Into the Woods, Hairspray and Newsies, throughout the summer months. With Mackenzie Park as the backdrop, performances at this venue truly take viewers to another world.

LONESTAR AMPHITHEATER AND PAVILION 602 E. 19th St. / 806.749.7625

Known for its diverse lineup, Lone Star Amphitheater is one the largest indoor and outdoor venues in West Texas. With plenty of parking and sounds to please all music fans, concert-goers can expect a good show and lively crowd!

Maestro David Cho /
Lubbock Symphony Orchestra



Singer/Songwriter Night
The Blue Light Live



LUBBOCK SYMPHONY ORCHESTRA 601 Ave. K / 806.762.1688

A true Lubbock sensation, the Lubbock Symphony Orchestra is home to the best West Texas artists and spectacular performances that will mesmerize from the first note. With a variety of musical styles, this season is sure to offer a production for everyone.

RODEO 4 5402 4th St. / 806.781.0151

Boasting Lubbock's largest dance floor with 27,000 square feet of space to two-step, Rodeo 4 is a popular smoke-free venue to practice your dance moves. This spot also offers a Tejano night, college night and mixed music nights on Fridays and Saturdays. Regardless of your taste in music, you'll be entertained at this venue.

THE BLUE LIGHT LIVE 1806 Buddy Holly Ave. / 806.762.1185

As the original live music capital of Texas, the Hub City's musical notoriety is synonymous with the legend of The Blue Light Live. A hub for songwriters and a stage for aspiring artists, this venue served as a launching point for well known artists of today including The Josh Abbott Band, Flatland Cavalry and William Clark Green. Whether it's a Singer/Songwriter Night or one of the various performances on stage throughout the week, this is a Lubbock music venue not to be missed.

THE GARDEN 1801 Buddy Holly Ave., #5136 / 806.407.3636

A great place to relax with a cold drink and live music, The Garden is an outdoor venue that offers a true laid-back atmosphere with games like cornhole and giant Jenga. Not to mention, the venue also welcomes pets!

WEST TEXAS



is Fest Texas



Lubbock, Texas is often known for its flatlands, sunsets and never-ending vistas. Lubbock is also known regionally for its many festivals throughout the year. Scan the QR code to learn more and hit a few of the signature events happening throughout this year.





FOOD TRUCK ROUND-UP

Lubbock's lineup of food trucks offer eclectic eats and mainstays throughout the city. We've put together a list of food trucks not to be missed.



@NIRVANA_BURGER_LBK



@MIJOSTEXMEX

@BONDI.BOWLS



@NOW_WE_TACON_



@WILDFIRE_WOOD_FIRED_PIZZA_



@MAITHAILBK

@CAFFEINATION_STATION2020





Five years ago, Lubbock's craft beer scene looked nothing like it does today, and it's just getting started. The secret to success? Local brewers credit the West Texas hospitality and supportive community to the growth of the industry.

Lubbock offers both brewers and beer drinkers alike the opportunity to witness first-hand the support from the community and collaborative nature among Lubbock's brewers. Crack open a can of a perfectly crafted beer and taste for yourself what's brewing in the Hub City.

Located in the historic Tech Terrace neighborhood, Chris Troutman and Shawn Phillips, founders of Goodline Beer Co., emphasize what others attribute to the overall success of Lubbock's up-and-coming brew industry: the support and engagement of the locals.

"People embrace more local creativity in businesses here. I think that is what galvanized the thought of opening a brewery in Lubbock; that the community would embrace it and support it," Chris said.

Originally from Austin, Texas, the long-time friends and craft beer enthusiasts had plans of opening a brewery together. Upon researching the Lubbock market in 2016, when only one craft brewery served the city - Triple J Chophouse & Brew Co. - what they found here far exceeded expectations. Both "married to Lubbock" (as they say), Chris and Shawn followed their wives back to the Hub City and made their dream a reality.

As the up-and-coming craft beer scene takes center stage in Lubbock's downtown, it is only fitting that Two Docs Brewing Co. is housed in the Cultural Arts District. Anyone who has sipped a well crafted pint understands that brewing beer is a true work of art. What started as a hobby and love of beer for cousins, Dr. Eric Cunningham and Dr. Tyson Purdy, is now an urban production brewery located downtown. The two cousins began sharing their craft with the public in 2019 after years spent perfecting the variety of beers we enjoy on tap today.

"Craft beer is a countercultural type movement that brings all types of people together, which is awesome," Eric said. "I thought downtown should be a central location to do that."

Down the street from the Cultural Arts District sits The Brewery LBK inside the historic Pioneer Building. Recognized as the No. 1 Brewpub in the Nation by USA Today, no visit to the Hub City would be complete without an afternoon



spent tasting the award-winning beer crafted by the head brewmaster, Sally Taylor. When asked how she got into the brewing work, Sally tells her story as creatively as she brews new flavors of adult beverages. As a frequent supporter of The Brewery LBK, an opportunity presented itself with the need for a head brewer. Today, Sally and Mike Nghiem, general manager, have taken the local beer community by storm.

Nestled in Cactus Alley, Daniel Badillo, owner of Mano Negra, first started brewing in his home in Puerto Rico. After deciding to move to Lubbock, the brewery came to be when the owner noticed an opportunity to connect the Lubbock community with craft beers through the first microbrewery in Lubbock.

"The support of the local people has kept me going," Daniel said. "In big cities, you don't get that type of close-knit community support like you do in Lubbock. Without that, we wouldn't be here."

Taste for yourself what all the hype is about and experience the collaborative craft beer culture in Lubbock, Texas on a beer crawl during your next visit.

BREWERIES

FROST BREWHOUSE 3121 34th St. / 806.535.2710 / Opening this year, Frost Brewhouse is the newest must-try addition to 34th Street. Be one of the first to check out this casual microbrewery serving a unique menu of beer brewed by science. This family-owned brewhouse is defining their brand by hand with custom bar pieces, brews and merchandise. Be sure to check out their website and social media accounts to see what Frost Brewhouse is bringing to the 806!

GOOD LINE BEER CO. 2611 Boston Ave. / 806.701.1971 / Started by two long-time friends from Austin, Texas, Good Line Beer Co. is a new must-try brewery here in the LBK. These two owners are craft beer enthusiasts and have created delicious brews that are well thought out and brewed with creativity. This brewery also engages with the local arts scene and various art pieces on display.

MANO NEGRA BREWING CO. 2610 Salem Ave. / 806.319.3073 / Originally from Puerto Rico, brewmaster Daniel Badillo opened Lubbock's first microbrewery, bringing his expertise and culture to Lubbock's up-and-coming craft beer scene. Here in Cactus Alley, Badillo fosters a unique experience and menu for beer fans to try.

TWO DOCS BREWING CO. 502 Texas Ave. / 806.412.4888 / Start out your weekend of stouts at Two Docs Brewing Co. This local brewery was started as a hobby by a doctor and a veterinarian. Now, their craft is a mainstay in the Cultural Arts District. We recommend the Buddy Hoppy IPA, a nod to Lubbock's favorite son.

THE BREWERY LBK 1204 Broadway, #104 / 806.993.9378 / Down the street from the Cultural Arts District sits The Brewery LBK, inside the Pioneer Building. Named the No. 1 Brewpub in the U.S. by USA Today, The Brewery LBK pours seasonal craft brews and regulars like a New England style IPA called the Lieutenant Dan and a Belgian Tripel, named the Kerb Crawler.

TRIPLE J CHOPHOUSE & BREW CO 1807 Buddy Holly Ave. / 806.771.6555 Continue the crawl downtown by making your way to the Depot Entertainment District. As a long-standing hot spot for brews, Triple J serves an American Amber style Ale called the Raider Red and a Vienna Style Lager named Dos Czechies that are not to be missed!

THE PLAINS BREW CO. 515 N FM 179 / 806.786.8583 / This hyper-local microbrewery focuses on "plain good beer" and an authentic, friendly atmosphere. Make your way to the brewery just 20 minutes from the heart of the city. Nothing feels more true to Lubbock than sitting on the patio and enjoying a cool can of Amber beer.



Vine to GLASS

A look into the region & winemakers bringing notoriety to Texas wine

From humble beginnings to luxury indulgences, up on the Caprock, the Texas High Plains AVA (American Viticultural Area) grows over 85% of Texas' wine grape production. The dry, semi-arid climate coupled with the rich, draining soil are among the conditions that make the area stand out from other grape growing regions across the state. Wine enthusiasts are given a true vine-to-glass experience when visiting the surrounding wineries' tasting rooms. For an in-depth look into Texas wine, we take it back to the vines with local winemakers Dr. Vijay Reddy, Andy Timmons and Kim McPherson.

Twenty-five years ago, Dr. Vijay Reddy planted his first five acres of Cabernet Sauvignon with more than two decades of farming experience. With a Ph.D. in soil sciences and plant physiology, his expertise led him to a gold medal from his first planting. Today, Reddy Vineyards totals nearly 400 acres and produces 38 varietals with room to grow.

"Texas is on the map not just across the country but around the world, and the industry is only growing more. People are realizing we can grow not only cabs, but other grapes also," said Reddy.



Reddy attributes the percolation of the deep calcareous caliche soil that is well draining to the region's optimal grape growing conditions. In fact, he says that some grapes have a root system up to 20 feet deep which makes for healthy plants that can pull water when needed.

Another contributing factor to a grape's early life is the climate. Terry County, which has been deemed the grape growing capitol of Texas, approximately one hour southwest of Lubbock, sits at an elevation of 3,200 feet. Because of the lack of humidity, Reddy says he doesn't use as many herbicides as a vineyard in a more humid climate. As for the West Texas wind? This creates a harder fruit with thick skins and stalks that can withstand the conditions.

A born and raised West Texan, Andy Timmons is a generational farmer with High Plains soil in his DNA. In 2006, he traded cotton and peanuts, which the region is predominantly known for, and planted his first five acres of Merlot. What he found in the vine was not only award-winning wine but a lucrative legacy that could be passed on to future generations, like what had been left to him. Sixteen years later, Timmons established himself as a leader in the Texas wine industry.

Timmons' years of farming experience coupled with his plant and soil science degree from Texas Tech University provided him with the knowledge base needed to grow his five acres into over 350 with 20 different varietals of grapes.

"Most of the good wine growing regions have a good day to night temperature shift, and the way the High Plains has it is through the elevation," Timmons said. "Because of this, we have an advantage over other areas and can extend our growing season a lot longer."

The hot days paired with the cool nights allow for grapes to experience what Timmons describes as a natural cooling process, rather than through respiration which utilizes energy that pulls acidity out of the berry. More



acidity in the fruit translates to a sweeter grape. When the grapes have reached the desired sweetness, it's time for harvest.

The team at McPherson Cellars make their way to the vineyard during the coolest hours of the morning to harvest, which varies based on varietal. Once the grapes reach the desired maturity, they are sent directly to crush. Red grapes are first destemmed and cleaned at the vineyard and then sent to the tank, bypassing the press. The process is a timely endeavor. While some take months to perfect, others age for over one year.

A legacy of his own, Kim McPherson is the son of the 'Father of Texas Wine,' Dr. Clinton 'Doc' McPherson. After studying grape growing and winemaking in California in the 1970s, McPherson made his way back home with a vision for what Texas wine would one day become. Today, McPherson Cellars is a thriving operation with a perfected strategy.

McPherson describes his style of winemaking as "old world," meaning he tries to handle the wine as little as possible. Each of his wines do not exceed an alcohol content of 13.8%, offering patrons the experience of each flavor profile.

With an award-winning approach to winemaking, McPherson is a twice nominated James Beard Semifinalist. His philosophy - resilience and tenacity.

"Here you have to work," he said. "We are thankful for all the fruit we get. We make it work and, voilà! You see it."

Inside each bottle of Texas High Plains wine are years of grit and passion that emulates the art of winemaking. The expertise and spirit shared amongst these generational farmers and winemakers showcase the down-to-earth nature of the people of West Texas. And just like the people, an unexpected region makes for the most notable wines.

WINERIES

ADELPHOS CELLARS 13818 E. FM 1527, Lorenzo, TX / 806.778.9869

A tale of two families, Adelphos Cellars is passionate about producing hand-crafted wine since the first vines were planted in the spring of 2006. Their new tasting room and event center is coming soon in Lubbock at the corner of Indiana Avenue and 114th Street. Check out the plans for this impressive addition to the local wine scene at adelphoscellars.com.

BOLEN VINEYARDS 312 FM 168, Smyer, TX / 806.632.0359

As one of the area's newest vineyards, Bolen Vineyards has quickly become a local favorite of budding sommeliers. Owned by Rowdy and Tameisha Bolen, this winery boasts every varietal, including a 2019 Dry Muscat.

BURKLEE HILL VINEYARDS 1109 Broadway / 806.993.1195

Burklee Hill Vineyards is a famil-owned vineyard, winery and bistro, producing locally grown wine served with the most delightful food pairings. The Hill family has been growing wine grapes on the Texas High Plains since 2002. Stretching across 50 acres of land that was farmed by the family for five generations, their wine exceeds excellence.

ENGLISH NEWSOM CELLARS 408 E. Woodrow Rd. / 806.863.2704

Owned by Tommy English and Steve Newsom, English Newsom Cellars is one of a select few wineries in the country that have full control of their product from how it is grown in the vineyard to how it is produced and bottled. With 100% Texas High Plains grapes, these award-winning wines need to be on your list to try.

FARMHOUSE VINEYARDS 702 Old Lamesa Rd., Brownfield, TX / 806.752.7377

This family-owned venture features four vineyards at three different sites and provides grapes for some of Texas' top wineries. Must try: the West Texas Boyfriend, a light sparkling white wine.

LLANO ESTACADO WINERY 3426 E. FM 1585 / 806.745.2258

Llano Estacado is not only Texas' second oldest winery, but its wines have been enjoyed by both George W. Bush and Her Majesty Queen Elizabeth II. The facility produces an impressive 1.7 million bottles of wine each year. Enjoy a glass in the tasting room or reserve a private tour, and let Llano's winemakers take you through each step of the winemaking process.

MCPHERSON CELLARS 1615 Texas Ave. / 806.687.9463

The McPhersons have been pioneers in the grape growing and winemaking industry for over 40 years. Owner and Winemaker Kim McPherson restored the historic Coca-Cola bottling plant, located in Lubbock's Depot Entertainment District, into a beautiful world-class winery.

PHEASANT RIDGE WINERY 3507 E. County Rd. 5700 / 806.746.6033

After 15 acres were planted in 1978, Pheasant Ridge grew to become one of the most successful wineries in Texas. The vineyard continues to produce French vinifera wine grapes, which are transformed into savory glasses of Cabernet Sauvignon, Pinot Noir and more.

PHILLIPS VINEYARD 1895 FM 403, Brownfield, TX / 806.470.3303

At Phillips Vineyard, each vine is tended by its owners, Tony and Madonna Phillips, to ensure that each bottle of wine produced upholds the legacy left by generations before.

REDDY VINEYARDS 2149 Tahoka Rd., Brownfield, TX / 214.247.6042

Created by a fifth generation farmer and acclaimed viticulturist, Dr. Vijay Reddy, this winery boasts one of the most diverse wine portfolios in Texas since its start in 1996. With over 300 acres planted and 38 varietals, there are plenty of nationally acclaimed wines to try when you stop by.

TEXAS WINE CO. 510 US Hwy. 62/82, Meadow, TX / 806.416.6251

Located in Terry County, this wine production facility offers full-service crush, fermentation and barrel aging. Home of local favorite Church House wines, we recommend sampling the sweet Texas Moscato or Texas Blush.

THE TRIPLE D WINERY & EVENT CENTER 519 W. Main St., Brownfield, TX / 806.637.0243 / Located just outside of Lubbock, Triple D Winery & Event Center creates the perfect atmosphere to a High Plains pairing. From private wine tastings to custom meeting spaces, this winery offers many special events to help you find your favorite sip.



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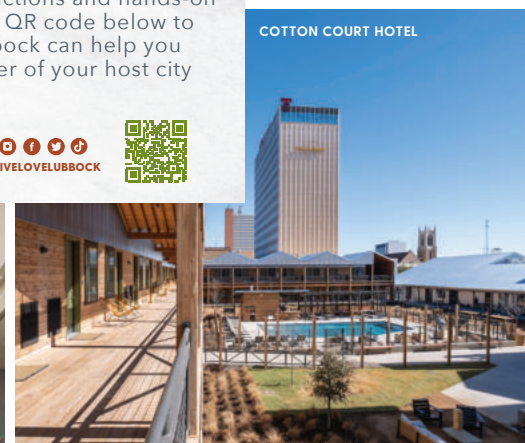
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THE BUDDY HOLLY HALL OF
PERFORMING ARTS AND SCIENCES



COTTON COURT HOTEL



Wine & Clay Festival

Salsa & Sangria Festival



CASP

Zero-Proof POURS

A 2022 James Beard Semifinalist for Best Chef: Texas and Owner of The Nicolett, Finn Walter, recognized the desire for zero-proof cocktails and developed an impressive lineup at his new restaurant in downtown Lubbock.

74 Sour / One sip takes the palate from puckering sour to sweet. The 74 Sour is crafted with spiritless 74 non-alcoholic bourbon, egg white, lemon and Luxardo. If you enjoy a drink with extensive flavors, this is a can't miss.



I Love Yuzu / The I Love Yuzu is a tart yet sweet drink to satisfy your citrus fix. The flavor combination of lemon, lime and grapefruit compliment the Ghia non-alcoholic Apertif, Yuzu and Topo Chico to give a classic and complex taste. (Pictured left)



Not a Margarita / Not a Margarita consists of Seedlip Grove 42, fresh citrus, Hoja Santa, and Maldon salt. This dynamic blend of aromatic Jamaican allspice, berry and cardamom distillate with two barks and a bright citrus finish, the perfect imitation of the beloved margarita.

Garden Gimlet / Flavored with lime, sage and Seedlip Garden 108, the Garden Gimlet is a light and refreshing drink that is perfect for any hour. For the ultimate floral experience, we recommend enjoying on the patio or under the twinkle lights in the greenhouse.



In 2019, The West Table Bar Director, Samuel Morin, known by friends and patrons as Cousin, crafted several zero-proof refreshers with the intent to create a local hot spot where everyone is included in an evening toast. Check out some of the creative concoctions below.



Ba Collins / Named after a friend of the staff, this spiced pear and lemon concoction serves as an ideal light refresher that is sure to satisfy.

Palomita Blanca / A light take on the spicy classic, the Palomita Blanca combines the best of a housemade roasted jalapeno agave with grapefruit, ginger ale, lime, jalapeno and Tajin.



Baby Blue / Paying homage to a house favorite, the blueberry gin ramble is tasty and beautiful. This drink offers versatility with profiles highlighting the sweet notes of a homemade blueberry jam, with a robust flavor of citrus.

Riki Tiki / A 10-step refresher, the Riki Tiki is the ultimate display of artistry within the zero-proof refreshers of The West Table. With each shake, the ingredients blend to create a creamy, cool, traditional tiki-style cocktail.



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