Did you know that West Texas is responsible for 80 percent of the total wine grape production in Texas? In fact, Lubbock is home to five award-winning wineries. From savory wine to stunning architecture, indulge all of your senses as you learn the process of winemaking from the experts themselves.

**ANNUAL WINERY EVENTS**

**February**
Wine and Chocolate Fantasia
Each February, Llano Estacado Winery’s Wine & Chocolate Fantasia draws a variety of local culinarians to interact in a competitive setting and showcase their talents with the people of Lubbock and beyond. This event mixes wine with chocolate molded into a variety of forms and will certainly satisfy your sweet tooth.

**June**
Wine and Clay Festival
Held at Llano Estacado Winery, this annual festival celebrates the two great arts of the earth: wine and clay. Visitors from far and wide come together to celebrate the bold tastes and creations of the South Plains. Wine tasting tables are set up throughout the winery, and demonstrations of clay techniques are scheduled throughout the day.

**August**
Harvest Festival and Grape Crush
This family-friendly festival at Cap•Rock Winery centers itself around the old-fashioned tradition of barefoot wine stomping. Come out and enjoy the harvest atmosphere that includes food, music, wine and a grape stomp.

**September**
Wines & Vines Festival
To celebrate their love of winemaking, local winemakers host an annual Wines & Vines Festival each year. This two-day festival also features the famous Hub City Master Chef Competition, where multiple chefs strive to win by creating their own culinary masterpiece. The event usually draws around 20 participating wineries, and attendees will enjoy wine tasting, culinary delights, live music and much more.

**October**
Grape Day
Join Llano Estacado Winery in celebration of their annual harvest at Grape Day. Attendees are sure to enjoy the fruits and wines of Llano’s labor. The live music, delicious food, savory wine and local art make for a perfect event with family and friends.
Cap Rock Winery
caprockwinery.com
Just a corks throw from Lubbock, Cap Rock’s stunning architecture will pull you in the moment you arrive. From bold reds to delicate whites, Cap Rock has steadily gained a following since opening its doors in 1992. Beyond the beautifully blended wine, the winery offers a pristine backdrop for tastings and receptions that can be held throughout the year.
- Catering available
- On-site gift shop
- Motorcoach parking available

La Diosa Cellars
ladiosacellars.com
La Diosa was built by three generations of dedicated winemakers. Once you step inside, your senses will be treated with a pleasure overload. Wine, food, live music and the cozy ambiance is what makes La Diosa a gift that must be shared with friends.
- Group tour rates available
- Restaurant on site
- Reservations for groups required
- On-site gift shop
- Curbside motorcoach parking available

Llano Estacado Winery
llanowine.com
Located just outside the city limits, Llano Estacado is not only Texas’ most award-winning winery, but the first winery to open after prohibition. Many of their world-class grapes are grown within a 100-mile radius of Lubbock. Reserve a private tour and let Llano’s winemakers take you through each step of the winemaking process.
- Catering available
- On-site gift shop
- Motorcoach parking available

McPherson Cellars
mcphersoncellars.com
Owner and Winemaker Kim McPherson has beautifully restored the historic Coca-Cola Bottling Plant, located in Lubbock’s Depot Entertainment District, into a world-class winery. Experience the welcoming beauty of the winery’s tasting room, outdoor courtyard and spacious event center.
- Catering available
- On-site gift shop
- Curbside motorcoach parking available

Pheasant Ridge Winery
pheasantridgewinery.com
Located on the “Texas High Plains,” Pheasant Ridge proudly boasts the oldest vines in Texas. As an early pioneer of the Texas wine industry, this family-owned winery includes a 60-acre vineyard that continues to produce fine estate-grown wine.
- On-site gift shop
- Curbside motorcoach parking available

FUN FACTS
- Texas is America’s No. 5 grape and wine producer, according to a 2011 study on the Economic Impact of Wine and Wine Grapes on the State of Texas.
- Lubbock is emerging as a leader in the wine industry in Texas. In fact, Llano Estacado Winery is the most award-winning winery in the state.
- After the Texas Wine Revolution began in West Texas, winery growth boomed. By 2005, there were 85 wineries in Texas, and as of 2013, there are now over 270 wineries producing over $1.8 billion in revenue annually.
- West Texas is responsible for over 80% of the total wine grape production in Texas.

VISIT THE “HUB CITY”
Five major highways intersect Lubbock, making it easily accessible. Plus, the Lubbock Preston Smith International Airport is serviced by several major airlines with many daily non-stop flights.