

McPherson Cellars

2022 “Il Fratello”

Few people can imagine something that doesn't exist yet. Dr. Clinton 'Doc' McPherson was one of those rare dreamers. In the late '60s, he planted experimental vineyards in Lubbock, testing varieties for quality fruit. His Sangiovese in our Estate Sagmor Vineyard was the first in Texas and still produces fruit for our flagship wines. Doc played a key role in founding the Texas High Plains AVA, paving the way for future Texas winemakers with his abundant humor and irrepressible curiosity. We continue to celebrate the High Plains and honor Doc's pioneering spirit by dreaming big about the future of Texas wine.

McPherson Cellars is a collaboration between small West Texas farmers and our urban Lubbock winery housed in a 1930s-era Coca Cola bottling plant, led by Winemaker Kim McPherson and Assistant Winemaker Spenser Igo. Our purpose is to celebrate the character of our individual vineyards while raising the profile of Texas wine as a whole.

Blend: Montepulciano 68%, Sangiovese 27%, Dolcetto 5%

Alcohol: 13.2%

Skin Contact: 30 days

Aging: 10 months in oak, 18% new French Oak

Appellation: Texas High Plains AVA

Vineyard Source(s): Newsom Family Farms, Lahey Vineyards

“Il Fratello” is a blend of Sangiovese, Dolcetto, and Montepulciano from vineyards across the Texas High Plains AVA. The lower yields from these older vineyards produced structure and concentration, followed by aging in French oak to soften the wine. Bold and juicy, this is a full-bodied and persistent bottle bursting with red fruit and nostalgia for summers in the countryside.



Learn more at mcpersoncellars.com.