

McPherson Cellars

2022 “High Plains Red”

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: Mourvèdre, Syrah, Carignan, Cinsault
Alcohol: 13.9%
Brix at Harvest: 25°
Skin Contact: 31 days
Aging: 11 months in French Oak, 20% new barrels
Appellation: Texas High Plains AVA
UPC Code: 0 90024 00005 6

This juicy red blend of five grape varieties is inspired by the legendary wines of France's Rhône Valley. Aromas of sweet, dark cherries, warm spices, and green lavender give way to a fresh, medium-bodied palate full of velvety tannins. Made by McPherson Cellars, this easy-drinking bottle captures the playful essence of West Texas wines.



Learn more at mcpersoncellars.com.