
McPherson

McPherson Cellars

2023 Roussanne

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: 100% Roussanne

Alcohol: 13.6%

Brix at Harvest: 24.2°

Skin Contact: none

Aging: 7 months in stainless steel

Appellation: Texas High Plains AVA

Vineyard Source(s): Farmhouse Vineyards, La Pradera Vineyard

UPC Code: 0 90024 90637 2

The Roussanne grape, originally French, becomes a fragrant and energetic white wine in the Texas sunshine. Its abundant bouquet of preserved lemon, pistachios, and honeyed phyllo bursts from the bottle without preamble. The palate is equally vibrant, packed with delicate white flowers, briny oyster-shell minerality, and a twist of lemon pith that lingers long after the last sip. Roussanne's unexpected viscosity gives it extra versatility—we love it neatly chilled alongside a simple plate of pate and cornichons, or paired with a buttery lobster roll for a decadent treat.



Learn more at mcpersoncellars.com.