
McPherson

McPherson Cellars

2022 “Tre Colore”

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: Cinsault, Carignan, Viognier

Alcohol: 13.2%

Brix at Harvest: 23.4°

Skin Contact: 25 days

Aging: six months in stainless steel

Appellation: Texas High Plains AVA

Vineyard Source(s): Farmhouse Vineyards Cinsault, Lahey Vineyards Carignan, Lost Draw Vineyard Viognier

UPC Number: 0 90024 31023 0

A light, dusky red in the glass, the romantic “Tre Colore” is a blend of three French varieties cultivated in the heart of the High Plains. The first whiff smells of rose petals, cold Bing cherries, and a touch of truffle. Each variety gives an additional layer of complexity: Cinsault offers forest strawberries, Carignan brings gossamer tannins, and Viognier imparts a fresh acidity. Together they form an unforgettably elegant drink, a bottle reserved for lengthening evenings and a harvest chili.



Learn more at mcpersoncellars.com.