

McPherson Cellars

2023 Viognier

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% Viognier

Alcohol: 13.8%

Brix at Harvest: 24°

Skin Contact: none

Aging: 6 months in stainless steel

Appellation: Texas High Plains AVA

Vineyard Source(s): Lahey Vineyards, Lost Draw Vineyards

UPC Number: 0 90024 90624 2

Our golden-hued Viognier is aromatic and sophisticated, offering fragrant floral notes backed by fleshy summer peaches; it's the perfect Texas wine for Chardonnay lovers. The palate is fresh and bright with an easy, delicate weight that finishes with a zippy lift. A delicious pairing for roasted chicken or pork tenderloin with grilled peaches, this heralded French variety has found a happy home in the hot, dusty soils of the Texas High Plains.



Learn more at mcpersoncellars.com.