

McPherson Cellars

2024 IFB White

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: Trebbiano 65%, Pinot Grigio 25%, Muscat 10%

Alcohol: 12.9%

Skin Contact: None

Aging: Stainless Steel

Appellation: Texas High Plains AVA

This aromatic wine evokes Texas sunshine, resulting in a bright, floral wine with a blanket of tropical fruit. A sumptuous, layered blend of Trebbiano, Pinot Grigio, and Muscat—it's certainly a unique blend, but once you try it, you'll agree, "bravissimo!"

Learn more at mcpersoncellars.com.

