

McPherson Cellars

2024 Mourvèdre Rose

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: Mourvedre 100%

Alcohol: 12.4%

Skin Contact: None

Aging: Stainless Steel

Appellation: Texas High Plains AVA

Electric pink and undeniably fun, our Mourvèdre Rosé reminds us that summer is a state of mind. This vintage smells of watermelon rinds, pink rose petals, and Country Time Lemonade—fresh, soft, and sweet. Just two hours of skin contact gives color and complexity, while aging in stainless steel preserves its juicy perfume. Each sip caresses the palate with confectionary notes of white peach and rose-flavored Turkish Delight. Its a soft, dreamy, creamy wine destined for twilight dinners in the garden. Slice up the last of the season's stone fruits with some fresh basil and mozzarella...and eat it all with your fingers.

