

# McPherson Cellars

## 2024 Rose of Sangiovese

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% Sangiovese

**Alcohol:** 12.3%

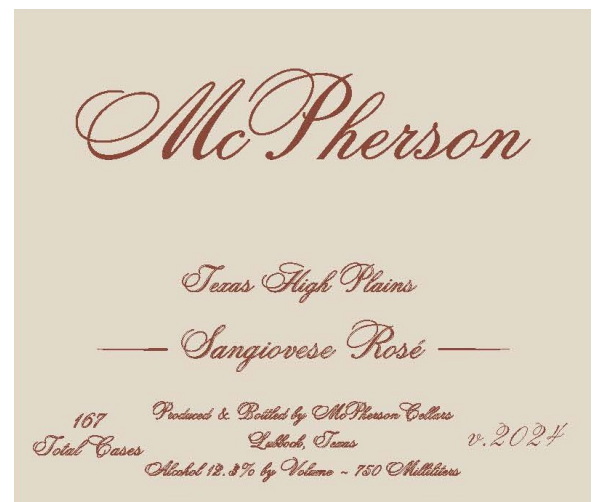
**Brix at Harvest:** 21.9°

**Skin Contact:** two hours

**Aging:** four months in stainless steel

**Appellation:** Texas High Plains AVA

**UPC Number:** 0 90024 10029 9



*Learn more at [mcphersoncellars.com](http://mcphersoncellars.com).*