



Thursday

Afternoon – Arrive In Lubbock

4:30 – 6:30 p.m. Tour & Tasting at McPherson Cellars

The McPherson family have been pioneers in the grape growing and winemaking industry for generations. Owner and Winemaker Kim McPherson has beautifully restored the historic Coca-Cola Bottling Plant, located in Lubbock's Depot Entertainment District, into a world-class winery, winning over 600 awards in state, national and international competitions. Experience the urban winery's tasting room, outdoor courtyard and spacious event center.



6:45 p.m. Dinner at La Diosa

Located in the heart of downtown Lubbock, you'll find an assortment of international tapas, renowned sangria and an eclectic atmosphere at La Diosa Cellars. Unique cuisine at this Spanish-style restaurant and winery includes classic Gazpacho, imported cheeses and the owner's travel-inspired specialties.



Friday

8:30 – 9:45 a.m. Breakfast at Cast Iron Grill

Serving delicious, home-cooked meals and delectable pies, this lively restaurant is on the edge of the Depot Entertainment District in downtown Lubbock.

9:30 a.m. Texas Tech University Public Art Tour

Named one of the Top 10 University Public Art Collections in the U.S. by Public Art Review, the Texas Tech Public Art Collection seeks to enrich the cultural and intellectual life of its campuses by building and maintaining a unique collection of public art created by some of the leading artists of our time. To date, the university is home to more than 100 sculptures and counting.

11:45 a.m. – 12:45 p.m. Lunch at Evie Mae's Pit Barbecue

A local favorite, Evie Mae's is ranked No. 8 best BBQ in the Lone Star State. Here you'll discover melt-in-your-mouth brisket, green chile sausage, homemade sides and an assortment of gluten-free desserts.

1 – 2:45 p.m. Tour of National Ranching Heritage Center

Dedicated to preserving and interpreting the history of ranching, guests can peruse the museum with seven exhibit galleries as well as a 19-acre historical park. Authentic, restored ranching structures, dating from 1780 to 1950 tell the story of how early ranchers and their families adapted to a harsh environment.



Friday Cont.

3 – 4:45 p.m. Tour & tasting at Llano Estacado Winery

Located just outside of Lubbock's city limits, Llano Estacado Winery is not only Texas' second oldest winery, but its wines have been enjoyed by both George W. Bush and Her Majesty Queen Elizabeth II. Many of their world-class grapes are grown within 30 minutes of Lubbock, and the facility produces an impressive 1.7 million bottles of wine each year. Enjoy a glass in the new tasting room or reserve a private tour and let Llano's winemakers take you through each step of the winemaking process.

5:15 p.m. Dinner at The West Table Kitchen and Bar

This upscale restaurant and full bar offers a unique style of food and beverage to its patrons. Be sure to check out their website for their seasonally evolving menu!



Saturday



10:45 a.m. – 12:30 p.m. Brunch and Tasting at The Brewery LBK

Located in the historic Pioneer Building, The Brewery LBK was recently named the No. 1 Brewpub in the U.S. by USA Today. Kick start your day downtown with a cold glass of craft beer and a plate of chilaquiles.

12:45 – 1:45 p.m. Tour of FiberMax Center for Discovery

The FiberMax Center for Discovery features interactive exhibits and historical displays dating back to the pioneering years of agriculture. Unique exhibits include 71 pedal tractors, 700 collectible toy tractors, a 1920s replica Blacksmith shop, an exhibit on the history of cotton ginning and a new addition with meeting facilities and interactive displays.

2:00 p.m. American Windmill Museum Tour

Home to more than 170 rare and fully restored windmills spread out on 28 acres of rolling hills, the American Windmill Museum is known as the largest windmill museum in the world. Visitors are sure to leave with a deeper understanding and appreciation of the American-style, water-pumping windmills that shaped much of the country's technology efforts. In 2016, the center opened the Wind Energy Experience building featuring a G-scale train exhibit mirroring the South Plains, windmills, dozens of miniature houses and an impressive collection of grist stones from the mid-19th and early-20th centuries

Saturday Cont.

3:30 – 5 p.m. Tour & Tasting English Newsom Cellars

The picturesque grounds here are some of the most prestigious in Texas, and rival wineries in California, France and Italy. The winery is owned by Tommy English and Steve Newsom. All of their wines are made exclusively with the Newsom Vineyards grapes, making one of a handful of wineries in the country that have full control of their product from how it's grown in the vineyard to how it's produced and bottled. Here, guests are offered a true vine to glass experience.

5:30 – 6 p.m. Explore Wild Lark Books

Not only is Wild Lark a charming bookstore on Lubbock's main street, but it is also a publishing company with a one-of-a-kind business model. Escape to the world a fantasy in the charming Scottish-inspired book store on the corner of Broadway in Lubbock's downtown.

6 p.m. – 9 p.m. Dinner at The Nicolett

In late 2019, local native Finn Walter made his way back to the LBK to open his own restaurant, The Nicolett. One bite into Chef Finn's food will leave you speechless. A James Beard Award Semi-Finalist for Best Chef: Texas, Finn uses local Texas High Plains ingredients – some of which are located right outside the kitchen door – and cooks his dishes to perfection using techniques he learned during his time training in restaurants around the world.



Sunday

9 – 10 a.m. Breakfast at The Lobby by Sugar Brown's Coffee

The Lobby is the perfect spot for regionally roasted, hand crafted, specialty coffee drinks. Enjoy a welcoming atmosphere and try their rotating seasonal drinks and pastries – as well as the best kolaches in town!

10:15 – 10:45 a.m. Buddy Holly Center Tour

No visit to Lubbock is complete without a stop at the Buddy Holly Center located in the historic Depot Entertainment District. The Center houses a permanent exhibit dedicated to the life and music of Buddy and showcases unique memorabilia donated by the family, friends and fans of Lubbock's favorite son. The Center also houses the Lubbock Fine Arts Gallery.

11 a.m. Lunch at Dirk's

Imagine a chicken strip so juicy and tender, with a crisp breading that was fried to perfection and dipped in a light, tangy sauce that offers a hint of kick in each bite. At Dirk's, this is the highlight of the best-selling plate. In 2020, local legend and highly esteemed Chef Cameron West opened up the doors on his 13th Street diner. It is there that West pays homage to not only the evolving and revitalized "Hub City" culture found in the core of downtown but also to its rich history, in which his grandfather played a key role.

1 p.m. Depart Lubbock

