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What's New in Lubbock, Texas

(LUBBOCK, TX) - At [Chez Sami](#), owner and Chef Jon Walter creates a dining experience that landed him on the 2023 James Beard Award Best Chef: Texas Semifinalist list. A one-of-a-kind experience in West Texas, Chef Walter provides guests with an intimate meal worthy of all praises.

A Lubbock native, Jon Walter always knew he wanted to open a French restaurant. This dream was solidified as he traveled the world perfecting his craft as a private chef catering to yachts sailing across Europe. It was during this time that he learned the art of French cuisine.

Guests will find a traditionally exquisite menu with items inspired from *The Family Cookbook: French*, which was written by Alvin Kerr with special consultant James Beard. With new menu items incorporated nightly, start out the meal with Escargot in a garlic butter white wine sauce topped with parsley. From Short Rib Bourguignon served with mashed potatoes, roasted carrots, mushrooms and a red wine demi-glace to the Marget Canard duck breast with sides of lyonnaise potatoes and asparagus all topped with peppercorn sauce, Walter adds his own flare to each item. Top the night off with a Crème Brulee that will make you say “oui oui!”

Five years ago, Lubbock's craft beer scene looked nothing like it does today. Originally from Austin, Texas, the long-time friends and craft beer enthusiasts, Chris Troutman and Shawn Phillips, planned to one day open a brewery together. Upon researching the Lubbock market in 2016 when only one craft brewery served the city, what they found here far exceeded expectations. Today, [Good Line Beer Co.](#) is the seventh brewery in Lubbock.

A true garage start-up, Chris and Shawn perfected the recipes while home brewing and piloting their business plan in the midst of searching for a place to set up shop. Located in the historic Tech Terrace neighborhood, the duo bought what they believed to be the perfect blank canvas of a building. Like any work of art, what visitors see today when visiting Good Line's creative space reflects years of hard work bringing the brewery to life.

In south Lubbock, David Conklin and Jim Irwin, co-owners of [Adelphos Cellars](#), are on a mission to make Lubbock a wine destination with the opening of their state-of-the-art tasting room and event center, complete with a vineyard on-site. With a completion date set for late 2023, the venue will accommodate 600 guests attending events from weddings to corporate events.

The region which accounts for over 85% of the state's grape production, the Texas High Plains AVA grows award-winning fruit thanks to the semi-arid climate and elevation - which sits at 3,400 feet. As a major contributor to the area, the agriculture industry remains the backbone of the Lubbock economy.

To celebrate this pioneering spirit, the National Ranching Heritage Center (NRHC) announced the expansion of [The Cash Family Ranch Life Learning Center](#) to be completed in fall 2023. With a mission to preserve and bring to life the mystique of early ranch life in the American Southwest, The Cash Family Ranch Life Learning Center is envisioned as an indoor and outdoor comprehensive learning experience designed to be an educational resource for visitors. It will give an accurate ranch life experience through Hank the Cowdog, who is voiced by Matthew McConaughey.

With Hank as your guide, visitors will explore what life on Hank's ranch is like. Indoor exhibits will provide windows into aspects of modern ranching, offering a greater knowledge of the ranching industry and its impact on daily life. Each exhibit highlights the science, technology and grit it takes to be a modern-day rancher. Outdoor exhibits will bring Hank's ranch to life. Guests can explore the half-acre of exhibits and natural area focused on natural resources, wildlife, ranch nutrition, cowboys and horses, ranch equipment, and ranch family responsibilities. An outdoor amphitheater will also allow space for programmed events by industry professionals and NRHC staff.

In the 1960s, the late Robert Bruno, a prominent artist and architecture professor at Texas Tech University, created a steel sculpture that would later become his inspiration for constructing the [Robert Bruno Steel House in Ransom Canyon](#). The Steel House is made of quarter-inch Corten steel, making the house weigh 110 tons. For more than 30 years, Bruno constructed this architectural feat before residing in the unfinished structure prior to his death in 2008. Today, the Steel House is being renovated into a VRBO vacation rental for all to experience.

Whether you choose to relish in world-class talent, learn the art of the cowboy, or savor the taste of James Beard nominees, experience the continued growth and development taking place in the Hub City. For more information, please visit our [press kit](#).

About Visit Lubbock and Lubbock Sports

Visit Lubbock is Lubbock's official Convention & Visitors Bureau, charged with increasing the activity of leisure, sports, meeting and convention travel to Lubbock. Since 2004, Visit Lubbock and Lubbock Sports have booked more than 7,500 events or conventions, resulting in 7.3 million visitors, 2.48 million room nights and \$832.3 million in direct economic impact to the Lubbock area. For more information, or to receive a free Visitor's Guide, please call 800.692.4035 or go to [VisitLubbock.org](#). For our latest events, check out our Facebook and Instagram pages.

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