

FOR IMMEDIATE RELEASE

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Discover Lubbock's Signature Cocktail on the Lubbock Chilton Trail

(LUBBOCK) – Visit Lubbock is excited to announce the launch of the Chilton Trail, a curated collection of local breweries, bars and restaurants that will offer participants the opportunity to explore Lubbock's vibrant signature cocktail culture while enjoying specialty crafted Chiltons at each stop. With a growing number of craft breweries, cocktail bars and talented mixologists, Lubbock has become a hub for libation enthusiasts. From innovative twists on the classic recipe to creative renditions of the original, the trail promises to delight the taste buds of both locals and visitors alike.

Set to launch on 806 Day, August 6, 2023, participants who sign up at go.visitlubbock.org will receive an interactive mobile pass when they start their journey. This pass will serve as a guide, featuring a detailed map of the trail and information about each participating venue. Visitors will offer a code to the cashier at each stop along the way to earn up to 1000 points toward prize gifts along the trail. For 100 points, participants will earn a commemorative sticker. As an added bonus, those who complete the entire trail, earning 1000 points, will receive a Chilton t-shirt.

The Chilton Trail aims to highlight the talented mixologists in Lubbock who have been instrumental in shaping the city's vibrant cocktail culture. Visitors will have the chance to meet these creative minds and learn about the inspiration behind their creative takes on the original Chilton. Each participating establishment will also provide a short description of their signature cocktail, giving guests insight into the flavors and ingredients used.

Enjoy exclusive discounts and craft Chilton's from 11 local restaurants, bars and distilleries including; The Funky Door Bistro & Wine Room; Chimy's; Blue Light Live; Bodine's; Tom's Daquiri Place; Pinkerton's Distillery; Free Upgrade to Tito's Vodka at The West Table Kitchen & Bar; 50% Off Chilton's at The Midnight Shift; 50% Pint of Chilton Gose at Two Docs Brewing Co.; Free Upgrade to Tito's Vodka at The Brewery LBK; and, \$8.06 Chilton's (originally \$13) at Shotgun Sue's Saloon.

Legend has it the Chilton was created in partnership by a Dr. Chilton and Lubbock Country Club bartender on a hot West Texas day. As a way to cool off, the doctor ordered something refreshing, and together the duo salted a rim, added an ounce of vodka, the juice of one lemon and topped it off with soda water, creating what we know today as the Chilton.

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 4,925 events or conventions, resulting in 5.91 million visitors, 1.5 million room nights and \$461.4 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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