



**TEXAS ALCOHOLIC  
BEVERAGE COMMISSION**  
*Texas Helping Businesses & Protecting Communities*

## **PRODUCT REGISTRATION CERTIFICATE FOR WINE**

**Date: February 26, 2021**

**Label Certificate Number: 1110517**

**Pursuant to the application of : MCPHERSON CELLARS**

**Holder of permit/license number : G668860**

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**Brand : MCPHERSON CELLARS RED WINE TEXAS HIGH PLAINS**  
**Fanciful Name : N/A**  
**Vineyard : N/A**  
**Class : RED WINE**  
**Vintage : VV**  
**Appellation : TEXAS HIGH PLAINS**  
**Size(s) : 50ML-58L**  
**Stated Alc. Content : 13.9% ALC/VOL**  
**Tested Alc. Content : N/A**  
**TTB Number : 21033001000112**

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are hereby approved with the same conditions and restrictions as the Federal Certificate of Label Approval (COLA) issued by the Department of Treasury (TTB). If label changes require a new Federal COLA to be obtained, new Texas product registration will also be required.

The certificate issued for this product is for use on containers having the same capacity as represented hereon.

This certificate shall not operate to relieve any person from liability for any violation of the Federal Alcohol Administration Act, the Texas Alcoholic Beverage Code, or any Rules and Regulations thereunder, resulting from the failure of any container bearing the label herein approved, or the contents of such container, to conform to the statements and representations made on such label.

**APPROVAL OF THIS PRODUCT DOES NOT SIGNIFY COMPLIANCE WITH TABC'S CODE AND RULES.**

**Product Registration**

**Excise Tax and Marketing Practices Division**

**[Product.Registration@tabc.texas.gov](mailto:Product.Registration@tabc.texas.gov)**

**c/o MCPHERSON CELLARS  
1615 TEXAS AVE  
LUBBOCK, TX 79401**



TEXAS ALCOHOLIC  
BEVERAGE COMMISSION  
*Texans Helping Businesses & Protecting Communities*

McPherson



V. 2019 • TEXAS HIGH PLAINS

• RED •

650 CASES PRODUCED

ALC. 13.9% BY VOL.

McPherson

TEXAS HIGH PLAINS  
2019 RED TABLE WINE

*This juicy red blend of five grape varieties is inspired by the legendary wines of France's Rhône Valley. Aromas of sweet, dark cherries, warm spices, and green lavender give way to a fresh, medium-bodied palate full of velvety tannins. Made by McPherson Cellars on the sun-drenched High Plains, this easy-drinking bottle captures the playful essence of West Texas wines.*

[WWW.MCPHERSONCELLARS.COM](http://WWW.MCPHERSONCELLARS.COM)

**GOVERNMENT WARNING:** (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

PRODUCED & BOTTLED BY  
MCPHERSON CELLARS, LUBBOCK, TEXAS  
CONTAINS SULFITES • 750ML

**PLEASE RECYCLE THIS BOTTLE.**

