



PHOTOS THIS SPREAD  
CLOCKWISE FROM LEFT  
Cast Iron Grill  
owner Teresa  
Stephens; Las  
Brisas salmon;  
The Ruby  
Chilton; Dessert  
at Las Brisas.

# I Believe in Lubbock!



WHERE ON EARTH

**OENOPHILES WHO ACTIVELY FOLLOW AMERICAN WINEMAKING** are keenly aware that much of Texas' high-end wine grape varietal production has been coming out of Lubbock and surrounding Texas High Plains for a few years. Barbecue and steakhouse enthusiasts can always count on there being no shortage of perfectly cooked grilled meats and savoury sides. For the price of a large Coke in New York City, one can enjoy hearty, inexpensive and abundant breakfasts at places like the Cast Iron Grill as well as dessert pies that sell, well, as quickly as the hotcakes do during Sunday brunch.

by ELYSE GLICKMAN



On the cultural side of things, Lubbock will forever be the hometown of Buddy Holly, and thanks to his timeless influence, a well-vetted birthplace of rock-and-roll. The 'birthplace' street cred extends to the late Mac Davis, another native who believed in music (and wrote a hit song about it 50 years ago, covered by artists in every genre throughout the 70s). Streets named in their honour run through swaths of the downtown area. It is only fitting that Mac Davis' street intersects with the Buddy Holly Hall of Performing Arts and Sciences, which promises to transform Lubbock from a place of pilgrimage for music history enthusiasts to a vibrant performing and visual arts destination over the next decade. Mac Davis (the street) also runs through the upcycled Arts District, studded with galleries, studios, workshops and street art.

Should it be any surprise that restaurants of all descriptions are following suit? With an "If we build it, they will come" mindset, restaurateurs Cameron and Rachel West have joined in downtown revitalization efforts. They're betting Texas Tech students and faculty along with newer residents relocating to Lubbock from other places will embrace modern dining concepts blending homegrown Texas sensibilities with international twists and turns. Six years ago, The West Table Kitchen & Bar laid the groundwork and gave rise to sister eateries The Brewery LBK and The Coffee Shop on the ground floor of the historic Pioneer Condominium building. In fall 2020, Dirk's Fried Chicken and Bar followed suit, serving up fried chicken and Texas Tech sports history with walls decked with the art of cartoonist, former Lubbock mayor and grandfather Dirk West.

"For years, Lubbock was a barren landscape, with restaurateurs, bar and brewery entrepreneurs starting businesses closer to the Texas Tech campus and other newer developments," concedes General Manager/Partner Mike Nghiem, who joined the Wests' revolution four years ago. "The West Table was one of the first chef-driven restaurants that set out to actively participate in downtown Lubbock's revitalization, and became a hit because of its seasonal menu and cocktail program."

Today, The West Table's internationally influenced American menu and Mid-Century chic décor, even in challenging times, has sparked more downtown traffic and increasing support for a population once very set in its ways in terms of dining and the bar scene.

Depending on what's in season, the menu (changed at least four times a year) constantly surprises with modern American comfort food jazzed up with Latin, Middle Eastern or South Asian touches. To keep the beverage program interesting, The West Table's bar transforms international Texas classics like the Chilton cocktail into refreshing, updated sips.

Burklee Hill Winery's recently opened bistro is another lively downtown game changer. It draws you in with an updated setting — an old Kress Department Store opened out and enhanced with Mid-Century décor. It sets the stage for a playful menu of wine-country charcuterie plates, aromatic and addictive flatbread pizzas ('Maggio,' with mushrooms, feta and white truffle oil; 'Burklee,' with prosciutto, feta, shallot, pistachios and honey drizzle; 'Dolly,' which puts ordinary barbecue chicken pizza to shame) and elevated — physically and gastronomically — sandwiches.

Other surprises await beyond the downtown area and adjoining arts district. Midway between downtown and Texas Tech, Monomyth Coffee provides students, professors and anybody else needing a morning lift with a bright, sunlit space. When brothers Randall and Trenton Jackson transformed the 1928 bungalow into their idealized coffee destination and



PHOTOS THIS SPREAD  
CLOCKWISE FROM LEFT  
The Arts District;  
The bar at King  
Street Pub;  
Buddy Holly  
statue; Vintage  
Lubbock sign.



*...It would be a travesty to visit to West Texas and not get a barbecue fix...*

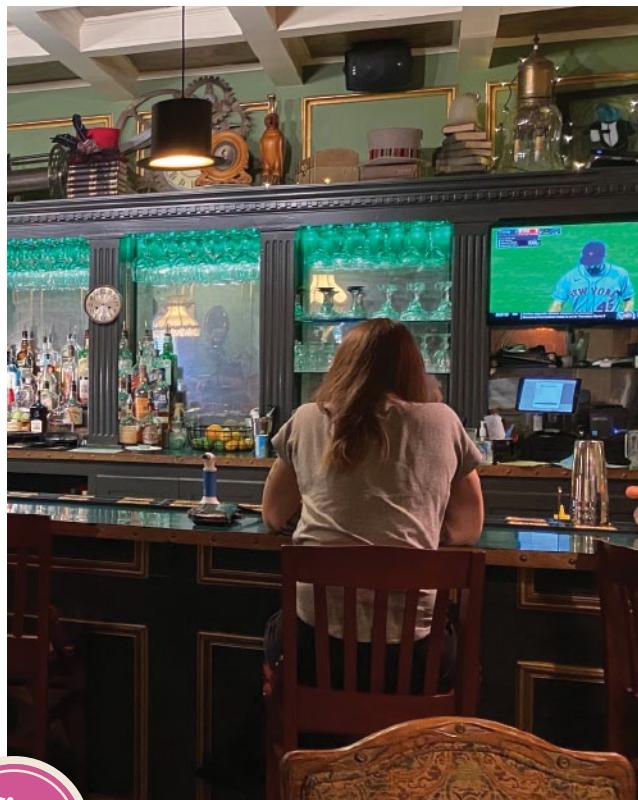
«opened it in 2019, they put the customers front and centre, down to the name (which translates to “hero’s journey”). Every hero who starts the day with the Jacksons can expect perfectly executed coffee, indulgent specialty coffee drinks (Maple Latte on my visit) and worth-the-calories bites (ask about the buttery ‘slammed’ chocolate chip cookies).

Several of Lubbock’s fine dining restaurants also throw a playful curve. Las Brisas is every bit the All-American high-end steakhouse you would expect to find in Texas, offering perfectly executed New York strip, filet, porterhouse, salmon, lobster and white fish mains and rich starters. However, look more closely, and you’ll see unexpected spices and seasonings — such zesty Hatch chiles and vibrant sauces — amping up flavour profiles.

King Street Pub’s décor is an eclectic jumble of antique furniture and accessories. While the cocktails and menu items are equally eclectic, there’s nothing “old school” about appetizers like the Shrimp, Avocado, & Mango Nachos, Texas Poutine, Cigars & Brandy duck spring rolls and ‘Christmas Fries’ with red and green gravies, goat cheese, grilled jalapenos and roasted red peppers. In addition to several beautifully plated steak and pasta dinners, you can venture off the Texas steakhouse trail with the (often sold out) Island Salmon in Banana Leaf with cornbread stuffing and pineapple salsa’ or Hot-n-Crunchy Trout with a masa cornmeal crust, red pepper coulis and coconut rice.

Although it would be a travesty to visit to West Texas and not get a barbecue fix, the much raved-about Evie Mae’s in Lubbock’s outskirts delivers far more than smoked-to-perfection proteins (ribs, brisket, pulled pork, chicken and sausage) cooked over a mixed variety of oak woods. Under the direction of Arnis and Mallory Robbins (who have everything covered between his barbecue artistry and her sides and desserts), it is one of the few places with an eastern New Mexico influence and an almost entirely gluten-free menu. Lagers, porters and other libations from pioneering Lubbock brewery Two Docs are available for sale (and in the sauce). While Two Docs’ beers have landed at several restaurants of every genre in the area, a trip to its taproom for a flight or a pint is rewarding.

Texas wines, also widely showcased in Lubbock restaurants, have evolved from cottage industry discovery to an industry that in a few years could very well compete with California’s. English Newsom Cellars, one of the crown jewels in the West Texas wine collection, is noteworthy for wines crafted exclusively with Newsom Vineyard grapes. It is one of a handful of wineries in the country with full control of their product, from cultivation to aging and bottling. Back in downtown Lubbock, McPherson Cellars’ wine room has a definitive coolness factor, from its affable winemaker to its young, energetic sommelier to the fact that you’re sipping excellent wines in the front room of a former Coca-Cola plant. 



Visit  
it

Burklee Hill Vineyards  
[www.burkleehillvineyards.com](http://www.burkleehillvineyards.com)

Cast Iron Grill  
[www.castirongrilllubbock.com](http://www.castirongrilllubbock.com)

Dirk's Fried Chicken and Bar  
[www.dirkslbk.com](http://www.dirkslbk.com)

English Newsom Cellars at CapRock Winery  
[www.englishnewsom.com](http://www.englishnewsom.com)

Evie Mae's Pit Barbeque  
[www.eviemaesbbq.com](http://www.eviemaesbbq.com)

King Street Pub  
[www.kingstreetpub.com](http://www.kingstreetpub.com)

Las Brisas Southwest Steakhouse  
[www.las-brisas.com](http://www.las-brisas.com)

McPherson Cellars  
[www.mcphersoncellars.com](http://www.mcphersoncellars.com)

Monomyth Coffee  
[www.monomythcoffee.com](http://www.monomythcoffee.com)

The West Table  
[www.thewesttable.com](http://www.thewesttable.com)

Two Docs Brewing Co.  
[www.twodocsbrewing.com](http://www.twodocsbrewing.com)

ELYSE GLICKMAN is a freelance writer based in Los Angeles.



USA

SERVES 6

## Roasted Bone Marrow with Chimichurri, Pickled Shallots & Toast Points

THIS RECIPE IS FROM Cameron West of *The West Table* restaurant in Lubbock.

### Bone Marrow

**Beef Marrow Bones** split lengthwise, 1 per person

**Water** 8 cups

**Salt**  $\frac{1}{2}$  cup

**1** **MIX** the salt and water until the salt is dissolved. Add the marrow bones and brine for 1 hour.

**2** **ROAST** the bones at 500°F until the internal temperature is 145°F, approximately 15 minutes.

### Chimichurri

**Garlic** 1 head, separated into cloves and peeled

**Crushed Red Pepper Flakes** 2 tsp

**Fresh Flat-Leaf Parsley Leaves** 1 cup, packed

**Red Wine Vinegar**  $\frac{1}{4}$  cup

**Fresh Oregano Leaves** 1 cup

**Extra Virgin Olive Oil**  $\frac{1}{2}$  cup

**3** **PROCESS** all ingredients in a blender until smooth.

### Shallots

**Shallots** 4, peeled and cut into  $\frac{1}{8}$ " rings

**4** **IN** a small saucepan, bring the vinegar, sugar and salt to a boil.

**Distilled White Vinegar** 1 cup

**5** **POUR** over the shallots and allow to stand until cool.

**Sugar** 1 Tbs

**Salt** 1 tsp

### To Serve

**6** **PLACE** the marrow bones on a platter or board. Drizzle generously with chimichurri and top with pickled shallots.

**7** **SERVE** with slices of toasted or grilled baguette.