



GIANT NOISE



LOST  DRAW

— CELLARS —

PRESS KIT



- Location** 113 East Park Street, Fredericksburg, Texas 78624
- Owner** Andrew Sides
- History** Originally a Gulf Distribution business, the property was taken over by Walter Ottmers (Troy Ottmers father) and soon became home to a family owned business for generations to come. Lost Draw Cellars (LDC) was founded in 2014 after nearly a decade of planning, building renovations and grape growing. LDC produced their first vintage in 2012 and opened their doors to the public the fall of 2014. To this day, the team continues to grow their own grapes, educate others on Texas grape growing & winemaking while featuring a 100 percent Texas grown wine list in their tasting room.
- Accolades**
- San Francisco Wine Competition
 - 2016 Picpoul Blanc – Gold
 - 2014 Mourvèdre vintage – Gold
 - 2021 San Antonio International Rodeo Wine Competition
 - Arroyo Rosato – Gold
 - Texas High Plains Tempranillo – Gold
 - Kindred awarded – Gold
 - Arroyo Blanco – Gold
 - 2018 Moonlight Vineyards Roussanne – Silver
 - 2018 Texas High Plains Mourvèdre, – Silver
 - Texas Sangiovese awarded – Silver
 - 2021 TEXCOM International Wine Awards
 - 2018 Texas High Plains Mourvèdre – Platinum
 - 2019 Texas Sangiovese – Silver
 - 2018 Timmons Estate Marsanne – Silver
 - Texas High Plains Tempranillo– Silver
 - 2021 San Antonio International Rodeo Wine Competition
 - Arroyo Rojo – Gold
 - 2019 Arroyo Rosato – Gold,
 - Texas High Plains Tempranillo – Gold,
 - Kindred – Gold, Arroyo Blanco – Silver,
 - 2018 Moonlight Vineyards Roussanne – Silver,
 - 2018 Texas High Plains Mourvèdre – Silver,
 - Texas Sangiovese – Silver



Wines Offered	https://www.lostdrawcellars.com/wines/current-releases/
Tasting Room Hours	Reservations required: Monday through Wednesday 12 p.m.. to 5 p.m. Thursday through Sunday 11 a.m. to 6 p.m.
Parking	Ample parking on-site
Website:	www.lostdrawcellars.com
Phone:	830-992-3251
Social Media	Facebook: @LostDrawCellars Instagram: @lostdrawcellars Twitter: @LostDrawCellars
Media Contact	Danielle Firestone / danielle@giantnoise.com / 512-382-9017





Andrew Sides
Owner, Winegrower

A native of the Texas High Plains, Andrew Sides' path in winemaking began while working at the family farm (vineyard) alongside uncle Andy Timmons during his high school summer breaks. After earning his degree in Civil Engineering from Texas Tech, Andrew took a 9-5 job in San Antonio but couldn't resist being pulled back towards the passion he'd cultivated for growing and making wine. In 2012, Andrew and Andy partnered with Troy Ottmers, Andrew's father-in-law, to launch Lost Draw Cellars, a winery focused on growing and sharing wines from the Texas High Plains. Since then, the Lost Draw Cellars portfolio has expanded to feature wines from several other Texas AVAs and has captured the attention of local and national press along with many adoring fans.



Brad Buckelew
Winemaker

In January of 2014, Buckelew moved to Fredericksburg, TX as he saw it as, “a good marriage of continuing in the wine industry and being closer to family in San Antonio. Now, I want to see how far this industry can go. It’s exciting being part of a young, growing wine region and getting to play a part in shaping its direction”, said Buckelew. At Lost Draw Cellars, Buckelew’s goal is to make wines that he would like to drink - preferring clean, New World style wines that are fruit-forward and not dominated by oak. Buckelew’s approach to winemaking is to do everything in his power to showcase what the fruit has to offer, treating each individual wine as a priority.



Jordan Osborne
Assistant Winemaker

Everybody give it up for our assistant winemaker, Jordan Osborne! This Las Vegas native first fell in love with wine while working in a tasting room and hasn’t been able to stay away since then. He’s excited to be part of an industry that continues to grow, living in the best state (his words, not ours — but we couldn’t agree more), taking on a career with so many opportunities to learn. As one of our winemakers, he takes care of anything and everything in our cellar and learns from one of the best in the business: our very own winemaker Brad Buckelew. Join us in giving Jordan a toast — preferably with his current favorite wine, our 2019 Picpoul Blanc!



Casie Ward
Wine Club & General Manager

Casie Ward I was born and raised in Fredericksburg. After leaving for about 8 years for college and work, she and her husband returned in 2016. Since LDC is owned and operated by her family, She decided to move back home to work with them. Casie graduated from Texas Tech University with a Bachelor’s degree in Education then received her Masters in Educational Leadership. Some of her favorite wines include our Picpoul Blancs and Temranillos.



Troy Ottmers
Co-Founder

Troy’s father Walter took over the Gulf Distribution business and property (where Lost Draw is today), which was the beginning of four generations of a family-owned business right here in Fredericksburg. By 1987, Troy had taken over and began working alongside his father. The family business continued to grow until 2009 when Troy sold the company — but he kept the land in downtown Fredericksburg and soon began discussing plans for what would eventually become Lost Draw Cellars, a local winery that would highlight the unique terroir of the Texas High Plains by producing their own wines. After growing grapes for almost a decade and making renovations to the property, Lost Draw Cellars produced its first vintage in 2012 and then officially opened its doors in the fall of 2014.



GIANT NOISE



PRESS HIGHLIGHTS

July 2021

VINTNER

Lost Draw Cellars Announces Partnership With Victory Wine Group



Lost Draw Cellars is pleased to announce their partnership with Victory Wine Group for a statewide distribution of their 100 percent Texas-grown wine including labels such as Lost Draw Tempranillo, Texas High Plains Rose, and the Arroyo Series, along with their Grower Project 'The Source' Sangiovese to retail locations across Texas.

"My family has been involved in agriculture for several generations. Growing grapes has given us the ability to showcase the unique terroir of Texas, which can produce wine unlike any other place in the world," says Lost Draw Cellars Founder Andrew Sides. "We are humbled by and proud of the demand for our wines, which has allowed us to increase our production every year. With a shared value of excellence, our new partnership with Victory Wine Group will ensure increased accessibility for consumers to experience our products."

July 2021

VINTNER

Sides and Victory Wine Group both pride themselves on sharing the same passion for growing the Texas wine industry. Lost Draw Cellars will move their wine distribution to Victory Wine Group, who will continue distributing in retail locations including H-E-B, Central Market, Whole Foods Market, and other Texas retailers. Additionally, Victory Wine Group will seek to expand distribution within that same area through their additional resources and focus.

“We are thrilled about our new partnership representing Lost Draw Cellars in Texas,” says Victory Wine Group Co-Founder Meghan Caiazzo. “Our team has had tremendous success with the William Chris portfolio, and adding this great winery supports the growth and excitement around Texas produced wines.”

July 2021

AUSTIN

LIFE™



Summer Wine Guide

STRAIGHT FROM A SOMMELIER

The search for Texan wines that pair to summer does not go on long. Throw a stone in the state and you'll find a glass popping with opulent fruit, smoke and spice, and playful wisps of aromatic desert herbs that take a gentle hand to coax out. Warning: The following wines are for lovers of the locally-made, the adventurous, and those who are looking to taste something they have never deigned to before. These are just-released, one-of-a-kind wines made from heat-thriving, sun-basking, 100% Texas grapes.

The Dark Side -

2020 Texas High Plains Rose, Lost Draw Cellars

The other side of the rose coin is savoriness, texture, rich spice, and daring flavor combinations from grapes that are not typically blended together. Lost Draw Cellars in Fredericksburg brings innovatively designed wines that push the envelope and express serious, raw flavor. Also featuring Texas High Plains grapes, their newly released 2020 Texas High Plains Rose features all red grapes. This means deeper, darker, structural, textural rose from an exotic mix of Mourvedre, Sangiovese, Cinsault, and Grenache. The flavor compounds teased out by the High Plains signature Amarillo sandy loam soil and the unapologetic Texas sun rays are all incomparable to any other region in the world. If dry, raw, rich, and exquisite is your style, we've got you.

July 2021

The Dallas Morning News

11 sommelier-approved canned wines for summer sipping

The Dallas Morning News Wine Panel found cans that deliver on taste as well as convenience.



Sway Rosé, Texas

This is the flagship wine of Yes We Can Wines, which was co-founded by two notable Texas grower-producers: Chris Brundrett, co-founder of William Chris Vineyards, and Andrew Sides, co-founder of Lost Draw Cellars. Made only with grapes from the Texas High Plains, it's a dry wine with medium body.

“It strikes a balance between the Underwood and the She Can (rosé styles). It's not as overtly fruity as the Underwood, but it's more robust than the She Can,” Tidwell said. He liked the rosé's ripe cherry and raspberry fruit, and its roundness and richness in the mouth. Luscher noted peach, red berry, and aromatic notes, as well as good acidity. \$6.99 for 375 ml at Whole Foods Market, Total Wine and Foxtrot Market.

July 2021

Fredericksburg Standard

-Radio Post

Building links to our past, and our future

"I've known him so long that even if I caught a glimpse at a distance, I could probably tell you what he was thinking." The soon-to-be 95-year-old's smile as he delivered this punchline, was even more lovely than his wit.

He was speaking of his lifelong friend. The two were born only a month apart, attended one of Gillespie County's country schools, lived and worked in the same small community and now share meals at the same care facility. Although one is no longer able to speak, their connection, forged by nearly a century of shared history, is unmistakable.

A couple hours after my visit with them, I stopped by Lost Draw Cellars to enjoy the uncharacteristically cool July afternoon with a glass of wine and live music. "Don't go anywhere until I talk to you," said Troy Ottmers, whom I have known as long as I can remember.

A short time later, Troy returned with a manilla folder and side-by-side, we reviewed its contents.

A program from the Annual Chamber Banquet in 1966, the year in which I was born and Troy's father, Wallace, was honored as a retiring Chamber director. The 1995 Chamber Banquet program listed me as the Convention & Visitor Bureau Director and recognized my father Randall (1970) on the list of past Chamber Board chairs.

The October 1951 edition of the Chamber's newsletter was typewritten on three legal-size sheets and included kudos for the work of the Trades Extension Committee, chaired by Tyrus Cox, along with Shiney Schandua, Shorty Crenwelge and others.

The folder also included memorabilia from Fredericksburg's Centennial and 125th Anniversary Celebrations, which were especially fun to review in 2021, our city's 175th year.

I have often used links in a chain as a metaphor for Fredericksburg's history. Each link connects the former to the latter and the entire chain is only as strong as its weakest link. I loved sharing some reflection time with three strong people who are most certainly links in Fredericksburg's story. They learned to be links from those who went before and have passed the importance of linkbuilding to others.

What are we doing, in this moment, to be worthy links? We cannot change the past and when it comes to the story of Fredericksburg, I wouldn't want to. Neither can we control the future. But we can place great focus and intensity on the things we are doing right now.

The best way to honor the vision, sacrifices and passion of all those before us is to diligently forge a strong connector to the future. To let our decisions be guided, in equal measure, by respect for past success and a commitment to the best possible tomorrow.

This may mean asking ourselves, as a community, some difficult questions. What is the balance between quantity and quality? When is our shared experience no longer the best experience? What needs to happen now to ensure the best outcome many years from now? What sacrifices are worth the eventual spoils?

These questions may seem provocative, but I am certain that some version of them has been pondered for at least 175 years. It's what responsible link-builders do.

13 Texas Rosés to Sip All Summer Long

Since 2015, rosé has been one of the fastest-growing wine categories in the country: the pink-hued beverage is relatively affordable, low in alcohol, immensely versatile, and appealing to a range of palates. Its popularity is good news for Texas winemakers. Rosé is a style that benefits from the Lone Star State's sunny growing conditions, as exemplified in the surprising depth of flavor found in the 2020 Lost Draw Cellars Cunoise Rosé, the standout in a recent *Texas Monthly* tasting of more than fifty new offerings from around the state. Another favorite is the lush and floral 2020 Cheramie Wine Montepulciano Rosé from one of the first Black female vintners in the state.

2020 Lost Draw Cellars Cunoise Rosé, \$25

This pretty Provençal-style number rated the highest in the tasting. Its light, unassuming shade of pink belies a decidedly versatile depth of aroma and flavor. Notes of summer berries, cotton candy, and herbs de Provence stretch onto the palate with spritely balance and a finessed finish. Using grapes grown by Farmhouse Vineyards, in Brownfield, southwest of Lubbock, this wine is a promising example of what the cunoise grape, a minor player in Rhône Valley blends, can do in the semiarid soils of the High Plains.

April 2021



Your ultimate guide to the best of Texas wine country

Story by Emma Balter | April 30, 2021

With every new visit to the Hill Country, the state's wines get more impressive. Winemakers are serious and invested, crafting delicious wines with a sense of place. The tasting-room experiences strike a careful balance between informative and just plain fun. Texas wine has arrived — and it's right here in our backyard.

Lost Draw Cellars

Lost Draw Cellars' tasting room is located just off the main drag in downtown Fredericksburg. It opened in 2014, but the team has been making wine in Texas since 2005 and now manages a total of 300 acres of vineyards. Owner Andy Timmons lives in the High Plains, where Lost Draw's grapes are from, and the winemaking is done at the Fredericksburg facility.

The tasting room has a medium-size patio that's just as much of a hangout for local regulars as it is for tourists. Servers are armed with useful information for each wine, with plenty more in reserve when asked extra questions. Lost Draw's wines are bold, aromatic and spicy — and a good mix, from Albariño and Roussanne to Zinfandel and Syrah.

Tastings are \$20 via reservation only (or \$25 to be seated) and include five wines, with some offbeat bonus pours, like a fun Cunoise rosé or Pinot Meunier sparkling rosé. A wine and cheese tasting costs \$35. There are some food items on the menu, such as a generous charcuterie board for \$30. A small adjoining shop sells wine bottles, gourmet foods and merchandise. *113 E. Park St., Fredericksburg, 830-992-3251;*

lostdrawcellars.com

Texas Wineries Team Up To Help Build State's Reputation

By Miles Smith on February 23, 2021

Growing wine, not making it. And creating an amazing place for people to work.

It sounds simple, but the drive to build Texas's wine reputation by sticking to these two goals is what the owners of Lost Draw Cellars in Fredericksburg, Texas and William Chris Vineyards in Hye, Texas say led them to make their longtime working relationship official. The wineries now comprise [William Chris Wines](#), and the owners are optimistic the move will give the new company some horsepower as it works to help build the reputation of Texas's developing wine industry.

"These are two primary focuses of our company which have brought us to this place," said William Chris Wines CEO Chris Brundrett, who co-founded William Chris Vineyards in 2008. "Right now there is a need for more leadership from wine companies in our state. Building Texas up by promoting and improving our growing regions is something that needs more focus from its key players. We want to help guide the state's wine industry towards becoming a legitimate, recognized winegrowing region.

"We're still a bit dismayed by some wine companies in our region depending on out-of-state bulk wine for their business models. We as an industry and a region have to grow out of that behavior to be taken seriously, in our opinion. The good news is there is a huge crop of new wine producers in Texas that are equally focused on making this happen. The even-better news is there is a tidal wave of consumers who are driving this market change. They are pushing for regionality with their buying decisions.

"The wineries that do not pay attention to this currently will have to adapt if they want those types of consumers. Like any direct-to-consumer driven wine region we have a unique mix of serious enthusiasts, collectors, and weekend warriors. Throw in a bunch of proud and thirsty Texans looking for local brands and products and you've got the recipe for a wide market."

The partnership between Lost Draw and William Chris had been fermenting for a couple of years before the merger.

Prior to the October announcement of its new parent company, Lost Draw and William Chris had been splitting vineyard blocks in Central Texas and the Texas High Plains as a way to maximize buying power, controlling more acreage and developing long-term relationships with farmers.

“Quite frankly, both wineries had already begun pooling fruit lots and production for a couple of years as a way to help ensure the needs of both wineries’ programs were met through various vintages,” said COO Andrew Sides, who co-founded Lost Draw.

The branding of the new parent company will be used in a trade and industry setting, Brundrett said. The cellar teams will continue to learn and model the techniques of each winemaker to benefit those distinct wine programs. From a marketing standpoint, preserving the identities of the individual wine brands and continuing to tell their stories remains a key strategy.

“The right balance of marketing will be a process,” Brundrett explained. “We have been using the analogy of ‘switching caps’ when representing our portfolio of brands, and again, we do want the customer experience and relationship with each brand to remain unique, so the distribution and marketing will often reflect that.”

Joining forces on the business side allows each wine brand under the William Chris Wines to benefit from a beefed up management team.

“We’re working through the transition and right now everyone has had to “level up” and let go of some things, which, while challenging, has been really great for the organization,” Brundrett said, “And we are starting to gain traction.”

As COO of William Chris Wines, Sides is working with Lost Draw winemaker Brad Buckelew, managing company-wide logistics and operations, and directing all production and wholesale programs. That allows existing COO Anthony Harvell to focus on direct-to-consumer sales for the entire company. As CEO, Brundrett will focus on leading the executive team and working with William Chris Vineyards and Skeleton Key winemaker Tony Offill.

Sides said paring down William Chris’s overall wholesale portfolio to provide focus for programs within each brand is necessary from a distribution perspective.

“We don’t want to compete with ourselves across the market, so we have strived to give each wholesale wine its own opportunity to shine,” Sides said. “And to be honest, for us to make the best wine possible, we need to focus on making fewer wines. We produce wines from over 100 blocks, but we don’t need to make 100 SKUs. We need to produce 20-40 amazing, elegant, focused wines.

February 2021

VINTNER

“Who knows, in three years we could be down to 10 wines across our wholesale program. As an example of the synergistic overlap: LDC has always had a heavy focus on Tempranillo so it has been great to slide some of the Temp that WCV has contracted into the LDC programs since WCV’s focus will remain on other varieties such as Mourvèdre.

“In the end, our wholesale and marketing teams have grown significantly, which allows us to really drill down and work towards our immediate goal of spreading our portfolio all over the state and beyond.”

9 Sparkling Texas Drinks for Saying Good Riddance to 2020

Toast the long-awaited end to this year with any of these sparkling Texas wines, ciders, and even a ready-made cocktail.

By Jessica Dupuy

December 30, 2020

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A New Year's celebration calls for something sparkling, even if gatherings are significantly smaller this year. As we say goodbye—or perhaps good riddance—to an arduous 2020, we have a few suggestions for raising a glass to a better year ahead. There's a little something to please every palate, from Texas-grown sparkling wines to beer, cider, and even a canned cocktail selection.

2017 Lost Draw Cellars Pinot Meunier (\$35)

This rosy-hued beauty is a delight in the glass. It's made from a rare planting of pinot meunier, one of Champagne's traditional grape varieties, in Gaines County at the Letkeman Vineyard. Soft berry and floral aromas are subtle and delicate, backed by a savory citrus character on the palate. (Call the winery directly to ask about availability of this limited release.)

November 2020



Celebrate Y'all, with Gifts Made in Texas

Show your Lone Star State pride by spreading the Texas love this holiday season to friends and family far and wide. And remember, be fixin' to shop early, shop often, and keep their faces smiling one great Texas-made gift at a time.

CHEERS!

Wines from Lost Draw Cellars

Fredericksburg-based winery [Lost Draw Cellars](#) offers some of the area's best wines, ranging from tempranillos to rose and more. Wines from Texas are always a delicious and appreciated gift for anyone on your list—and not just at the holidays. As well as their seasonal packs and specials, we also recommend gifting a bottle of Lost Draw wine with a homemade gift certificate to visit after the holidays. **From \$16**

Holiday Spirits

3 Texas wines to add to your Thanksgiving table

BY Kathleen Petty

With their vast array of sweet and savory flavors and textures, Thanksgiving menus can pose a challenge when it comes to finding the right wine to complement the meal.

For Texas wines, [William Chris Vineyards](#)' Roussanne is made with Texas High Plains grapes that complement most dinners, [Lost Draw Cellars](#)' Sangiovese is always approachable and [Southold Farm + Cellar](#)'s Touriga Nacional never overpowers. Order directly from a Texas vineyard and have a bottle shipped to you or work with Ota to create your own Thanksgiving bundle.

Lost Draw Cellars 2018 Alta Loma Sangiovese

Winemaker and COO Andrew Sides says the Sangiovese grapes from Alta Loma Vineyards have “an impressive depth” that makes this wine both approachably fresh and fruity while also having a dynamic structure and balanced tannins. Sides says it complements the traditional holiday meal and is so good it should only be shared with close friends.



The 15 Texas Hill Country Wineries You Must Visit Now

BY EVE HILL-AGNUS | PUBLISHED IN D MAGAZINE OCTOBER 2020 | PHOTOGRAPY BY ELIZABETH LAVIN, COURTESY OF WINERIES | MAPS BY DOLLY HOLMES

There has never been a better time to visit Texas' Hill Country wine region. The crush has been completed, the crowds are depleted, and the weather is simply gorgeous. The past decade has brought unprecedented growth and change to the unique AVA (American Viticultural Area), so we sent *D Magazine* dining critic Eve Hill-Agnus to scout out the best Old World vintners and new winemaking revolutionaries. She came back with 15 favorites that are open for visitors. Here's her guide to where to go, what varietals to try, and which tasting room has the ultimate view.

[THE HIGH PLAINS DRIFTER](#)

[**LOST DRAW CELLARS**](#)

Founded 2009 | Fredericksburg

It may hold a vintage Gulf gas pump in the corner, but aside from the legacy oil-and-gas in-law connection that allowed them to land a tasting room in Fredericksburg, Lost Draw is all about moving forward. In its bag of tricks is Andy Timmons, who was awarded the T.V. Munson award, named after one of Texas' great grape figures, and is one of the most influential growers in the High Plains. He works with his nephew, winemaker Andrew Sides, a Texas Tech graduate who is making some of the best wine in the state. Aside from

October 2020



growing for others, their portfolio includes exceptional whites—albariño, roussanne, marsanne, viognier, picpoul blanc, and the proprietary Arroyo Blanco blend—in addition to malbec and tannat. Look for the popular Spritztown, a play on Fredericksburg’s nickname, and counoise rosé and red, which highlight an unusual Rhône grape for single-varietal wines.

How Lost Draw Cellars has Adapted to Thrive

By Jon Sicotte on June 17, 2020

When Andrew Sides helped start Lost Draw Cellars, the co-owner and managing partner for the Fredericksburg, Texas winery expected the venture to be somewhat successful early on because of ties they already had to the industry as a vineyard starting in 2005 before launching the first vintage in 2014.

“Thankfully it has so far played out as we expected,” Sides said.

Early on, the key learning trait that needed to be enhanced was projections for how the wine business works.

“It’s a difficult thing to wrap your head around, knowing you’ll be picking grapes one year for a wine that will be bottled and sold two, two and a half years later, especially when you’re new,” Sides admitted. “That’s been one of the biggest challenges, but we’ve done a lot better after getting more data and we’re now able to project what we might need to be successful and efficient.

“It’s also allowed us to be more creative in the winery by stretching out certain lots.”

Lost Draw became one of the first wineries in Texas to go more toward having less oak-impact wines, focusing more on brighter, fresher, and more acid-driven brands.

“It fits our style all the way from how we grow our grapes,” he said. “We’re not trying to recreate the Napa-style of wine; we’re trying to make a different style entirely.

“That’s definitely a differentiating factor. There are countless wineries within a one-hour drive from where we are, but we always have new customers and keep our existing customers because we always have something new and fresh.”

One thing Sides didn’t anticipate was the impact the business would have on people and their families who work there.

June 2020

VINTNER

“We’re able to provide a great opportunity, a great place to work and a way of life,” he said. “We truly want to invest in them as people, and that’s been one of the most rewarding things I never really considered when starting out.

“Our team creates new opportunities for guests to be engaged with us, from new events to tasting experiences. It’s never stale, it’s always fresh — just like with our wine.”

Even with the craziness that 2020 has brought to wineries, Lost Draw has not had to let any employees go even for the short-term.

“We’ve had a pretty steady upward trend since the beginning but we haven’t ever come to a place of thinking we’ve mastered this,” Sides said. “We continue trying to figure out how to make the experience for our guests and consumers better; we’re always working in the winery to improve production techniques and methods to make our wines higher quality.”

May 2020

The Dallas Morning News

Lacking spring-break crowds, Texas winery turns surplus rose into hand sanitizer

Fredericksburg's Lost Draw Cellars closed its tasting room because of COVID-19 concerns.

Like other wineries sprinkled throughout Texas Hill Country, Lost Draw Cellars relies on spring-break visitors to provide an annual sales boost.

But this year, sensing the growing threat of COVID-19, owners Andrew Sides and Andy Timmons made the tough decision to shutter the winery's tasting room.



Fredericksburg-based Lost Draw Cellars made a first-batch run of 80 gallons of hand sanitizer using surplus rose wine that would normally be sold to spring-break visitors. (Lost Draw Cellars)

In doing so, they found they had a lot of rose on their hands – and now, in a sense, you can too: The Fredericksburg winery has joined the ranks of liquor producers making hand sanitizer to fight the continuing threat of COVID-19.

“We can just sit around or we do our best to help the situation, and this seemed like a good way to make a difference,” Sides said.

Last month, the winery distilled 600 gallons of rose to create 80 gallons of hand sanitizer that it distributed free with online, curbside and local-delivery wine purchases – and a second, smaller batch just became available for refills.

The winery actually closed its public tasting room in mid-March as Sides and Timmons sensed that mandatory closures were imminent. Anticipating visitors from other parts of the country already hit by the virus, “we were trying to stay on top of it,” Sides said.

That decision wasn't easy.

May 2020

The Dallas Morning News

“It’s a terrible time to have tasting rooms closed,” he said. “It’s spring, it’s beautiful out here. We usually have a lot of traffic.”

But Sides had already noticed that hand sanitizer was becoming scarce at the local market, and he knew the important role it could play in keeping the virus at bay.

Lost Draw already distilled some of its wine for fortification purposes, leaving an alcohol byproduct that would normally go down the drain. Aware that the winery would have a surplus of rose, Sides figured that turning it into hand sanitizer would be a way to give back to the community – or at least the community of people who enjoy Lost Draw wines.

Lost Draw says its hand sanitizer is 75 percent alcohol – higher than the minimum 60 percent advised by the World Health Organization – and enhanced with essential oil, plus aloe vera sourced from Alabama.

The project is among the ways that Sides has kept his entire staff employed despite the financial challenges of the shutdown.

“We’ve been enjoying some success over the last year and a half, so I told them we’d ride this thing through,” Sides said. “Spirits are good here. We’re getting really creative with the way our team has responded to this, figuring out how to stay relevant when we can’t be open.”

The whole situation has disrupted the winery’s planning, since grapes are bought as far as two years ahead of anticipated sales. “Right now we’re releasing our 2017 and 2018 reds, and our 2019 whites,” he said. “We’ll be purchasing fruit this year for projected sales and production in 2022.”

Typical depletion of supply has also been thrown off, he said, leaving the owners wondering what to do with the inventory.

“I don’t think anybody really knows what to expect,” he said.

He’s not sure when the winery will open again, but the lack of current traffic will certainly eat into one of Lost Draw’s reliable sources of new support: visitors who decide to become winery club members.

“For now,” he said, “we’re hanging in there.”

April 2020



Lost Draw Cellars



Play • 1 hr 11 min



Today's guest is Andrew Sides - co-founder of Lost Draw Cellars in Fredericksburg, Texas. We sit down at the Geekdom Audio Lab and chat about Andrew's family roots in farming and the founding of the company, the Fredericksburg wine boom and how the industry has grown, how they landed on a location right in the middle of town, the early days of the winery and growing their customer base, getting into larger retailers like HEB and Whole Foods, and how Andrew went from being an Engineer in San Antonio to founding and operating one of the premier wineries in Texas. Enjoy.

Exploring the Diverse, Terroir-Driven Wines of the American Southwest

BY [HANNAH SELINGER](#)

If you find the notion of wines from the American Southwest perplexing, you aren't alone. The arid, topographically diverse states of New Mexico, Arizona, Texas, Utah, Colorado and Oklahoma, are still considered "up-and-coming" as far as wine production is concerned. This is despite grapes having been turned into wine there for decades.

Thirsty for more? Here's your primer on the wines of the Southwest.

Texas

One of the United States' oldest wine growing regions, wine production in **Texas** predates California. Franciscan priests were responsible for the state's first vines in the mid-1600s, which were used to create wines for religious ceremonies.

Wine production lost favor here as a result of **Prohibition**, but it enjoyed a resurgence in the 1970s in the Texas High Plains AVA.

Today, the state has eight AVAs. The Texas High Plains AVA, in northwest Texas, is the most concentrated and grows 85% of all the wine grapes in the state. In part, this is because the southern part of Texas has suffered from both the grapevine-killer Pierce's Disease and crippling humidity in recent years.

In the Texas High Plains AVA, the family-owned **Lost Draw Cellars**, located in Fredericksburg, has produced wine since 2014, with a focus on varietal wines.

March 2020



46: Changing the Wine Game w/ 100% Texas Grown Grapes - Andrew Sides | Lost Draw Cellars ft. Lost Draw Cellars

What's brewing, ATX?

Andrew Sides grew up in the vineyards, so it was only fitting that he followed his passion and opened a winery staying true to his love for Texas grown grapes. Lost Draw Cellars opened their doors in 2014 and since then it's been full steam ahead.

When they say "Texas Grown" they aren't messing around, as you'll only find wines made from grapes grown right here in the Lone Star State. Be sure to check out their tasting room in Fredericksburg!

Be sure to connect with Lost Draw Cellars!

Instagram: <https://www.instagram.com/lostdrawcellars/>

Website: <https://www.lostdrawcellars.com/>

March 2020

HOUSTON★CHRONICLE

Houston wine shops, restaurants and wineries are offering special deals

Sure, there are more worrying things to think about right now. But some might like to think about them with a good glass of wine in hand. Luckily, retail shops and restaurants in Houston are offering delivery and special deals on bottles, and nearby wineries are doing virtual tastings and wine packages. Here's your ultimate guide to getting vino while stuck at home.

Lost Draw Cellars is selling a virtual tasting pack for \$185, which includes six wines (one rosé, two whites and three reds), tasting menus to follow along, wine glasses and a Lost Draw-branded corkscrew. Once ordered, a member of the team will set up a time to do the virtual tasting with customers.

A guide to Texas booze gifts to put under the tree

Look, it happens. Despite your best efforts, you've got only a couple days left to find holiday gifts for the remaining hard-to-buy-for people on your list. But don't stress about it — there's an easy solution if you know they like visiting breweries, tasting fun wine vintages or breaking out the good whiskey on special occasions.

Snag for them one of these boozy Texas products, sure to make their holidays extra merry. Maybe they'll share with you. (And, hey, if you want to hoard any of the bottles or cans for yourself to make it through all the family times ahead, that's OK, too.)

– **Lost Draw Vineyards 2017 Pinot Meunier (\$28):** The Fredericksburg winery has taken its first dive into the vast sea of sparkling wine with this single-varietal bottle that is perfect for New Year's Eve toasts. Pinot meunier is one of the three main grapes used in Champagne, lending it richness and body. In this effervescent sparkler, the black grape proves it can take center stage.

William Chris Vineyards wine is available at the winery (10352 U.S. 290, Hye) and at local retailers, such as Central Market and Twin Liquors. Find the Lost Draw wine at its Fredericksburg tasting room (113 E. Park St., Fredericksburg). (There also are a limited number of other Lost Draw wines under the Arroyo label [available in stores like Total Wine & More.](#))

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Holiday Gift Guide 2019: The Top Texas Wines For All Wine Lovers

Three-hundred and fifty years after the first vineyards were planted, Texas wine is finally having a moment. Due to numerous successful vintages, word is spreading—it's time to pay attention to the fifth largest wine producing state. Mediterranean grapes from Spain, southern France, and Italy thrive in Texas. If you are looking for the perfect wine to wow your boss, colleagues, friends, family, or hard to please oenophile, Texas is the answer. There are too many high-quality wines in Texas to list here, but these ten wines will get your holiday gift giving started.

2018 Lost Draw Cellars Albariño Texas High Plains (\$32): Albarino comes in an array of styles—squeaky clean and gulpable to elegant and thought-provoking; this one is the latter; vibrant notes of ripe stone fruit and citrus mingle with a chalky minerality and lanolin salinity; the salinity follows through on the palate in a medium-bodied, high acidity, elegant wine that begs for food. Purchase direct from [Lost Draw Cellars](#).