

THE DEBATE

PRESS RELEASE

THE DEBATE Expands to Texas Hill Country with New Tasting Room

Stonewall, Texas, August 12, 2026 Napa Valley-based wine brand THE DEBATE announces its expansion into Texas Hill Country with the development of a new tasting room and hospitality destination. Known for its philosophy of fostering connection through conversation, THE DEBATE brings its distinctive perspective to one of the fastest-growing wine regions in the country.

What began in Napa Valley continues in Texas. The new tasting room will be home to an expanding portfolio that spans both regions: the single-vineyard expressions that have defined THE DEBATE alongside Texas wines produced by THE DEBATE from Hill Country fruit, wines shaped by the soils, climate, and spirit of a place that has earned its place on the world stage. The space will also be home to additional wine programs under THE DEBATE family, each with its own distinct point of view, designed to welcome a wider range of wine lovers at every level of curiosity and every occasion.

“We’ve always believed that wine is at its best when it brings people together. Texas Hill Country is writing a genuinely exciting chapter in wine right now, and we saw an opportunity to be part of something real here, not to import an experience, but to build one that belongs to this place and the people in it. The goal is never to arrive with all the answers. It is to show up with good wine and start a conversation.”

Todd Kerlin, General Manager, THE DEBATE

The decision to expand into Texas was driven by both the region’s momentum and its openness to new ideas. Rather than replicating a Napa Valley experience, THE DEBATE aims to build something that feels genuinely Texan: grounded in community, shaped by local influence, and designed to complement the region’s evolving identity.

The tasting room itself is being designed as an intimate yet elevated space, offering both structured tastings and more relaxed, social experiences. Guests can expect a hospitality approach that blends education with ease, where conversations are encouraged, perspectives are shared, and the wines serve as a natural catalyst for connection.

Construction is currently underway, with Tisdale Construction leading the development. Their experience and attention to detail are instrumental in bringing the vision of the space to life, ensuring a thoughtful and seamless integration into the surrounding Hill Country landscape.

Central to this effort is the continued involvement of acclaimed winemaker Jean Hoefliger, whose work spans vineyards across the globe and whose connection to Texas runs deeper

than most. Through Texas Wine Consulting, Hoeffliger has spent the past five years working alongside some of the region's most respected producers, developing an understanding of what Hill Country can produce that goes well beyond a first impression. That experience has given him a rare appreciation for what makes this place genuinely its own: a terroir defined not only by its soils and climate, but by the people and culture that shape it. His involvement here reflects a long-term commitment, not a passing expansion.

“After years of working across wine regions around the world, nothing prepared me for Texas. The energy here is unlike anywhere else, and so is the sense of place. What excites me most is the chance to explore how our philosophy of site, expression, and balance can breathe differently within a landscape that is so authentically its own.”

Jean Hoeffliger, Winemaker

THE DEBATE also plans to actively engage with the local community through partnerships with regional restaurants, participation in Hill Country wine events, and collaborative programming designed to support and elevate the broader Texas wine ecosystem.

The tasting room is anticipated to open in the Spring of 2027, with additional details regarding memberships, events, and inaugural releases to be announced in the coming months.

For updates and more information, please email info@thedebeatwine.com.

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About THE DEBATE

Founded in 2010, THE DEBATE was created with the belief that wine is not just a product but a platform for conversation. By producing single-vineyard expressions that highlight the influence of terroir, THE DEBATE invites exploration, encourages dialogue, and celebrates differing perspectives. Each bottle represents not a conclusion, but an open exchange, where the best experiences are shared, not decided.

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