



TEXAS A&M
UNIVERSITY

Using Behavioral Science to Increase Tasting Room Revenue



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Jeffrey Pool

Program Manager Human Behavior Laboratory

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HUMAN BEHAVIOR LABORATORY



**THE TEXAS A&M
UNIVERSITY SYSTEM**

Human Behavior Lab

- Eye-Tracking
- Facial Expression Analysis to assess Emotions
- Physiological responses to Emotions
- Neural Signals (EEG)

The Importance of Perception



(Palma 2015)

BRANDING AND PRESTIGE



Pleasantness

Plassman et al. (2008)



Prestige



“In order to gain and hold esteem of men it is *not sufficient merely to posses wealth or power.* The wealth or power **must be put in evidence**, for esteem is only awarded on evidence. “

“Conspicuous consumption”

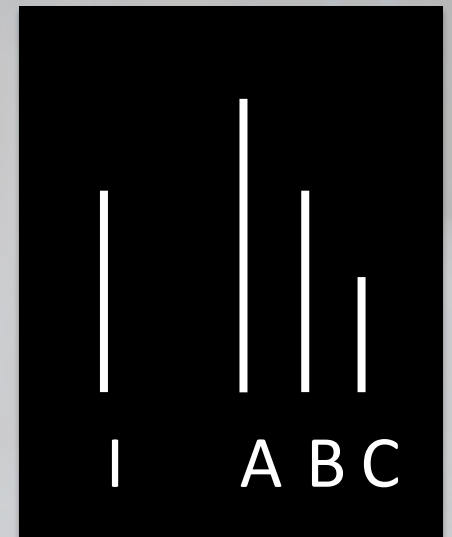
Social Validation



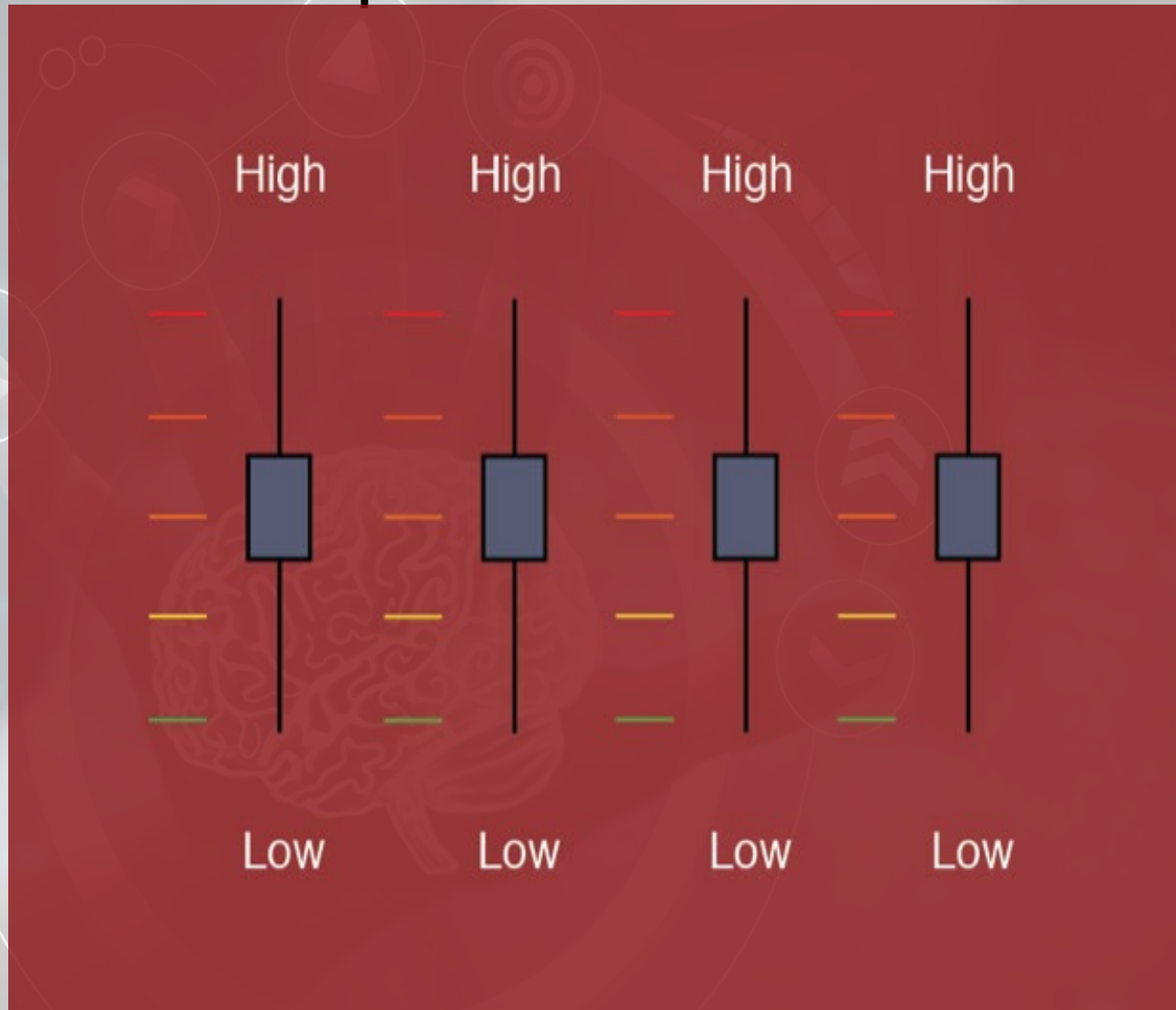
CONTROL
(ALONE):
<1%
ERRORS



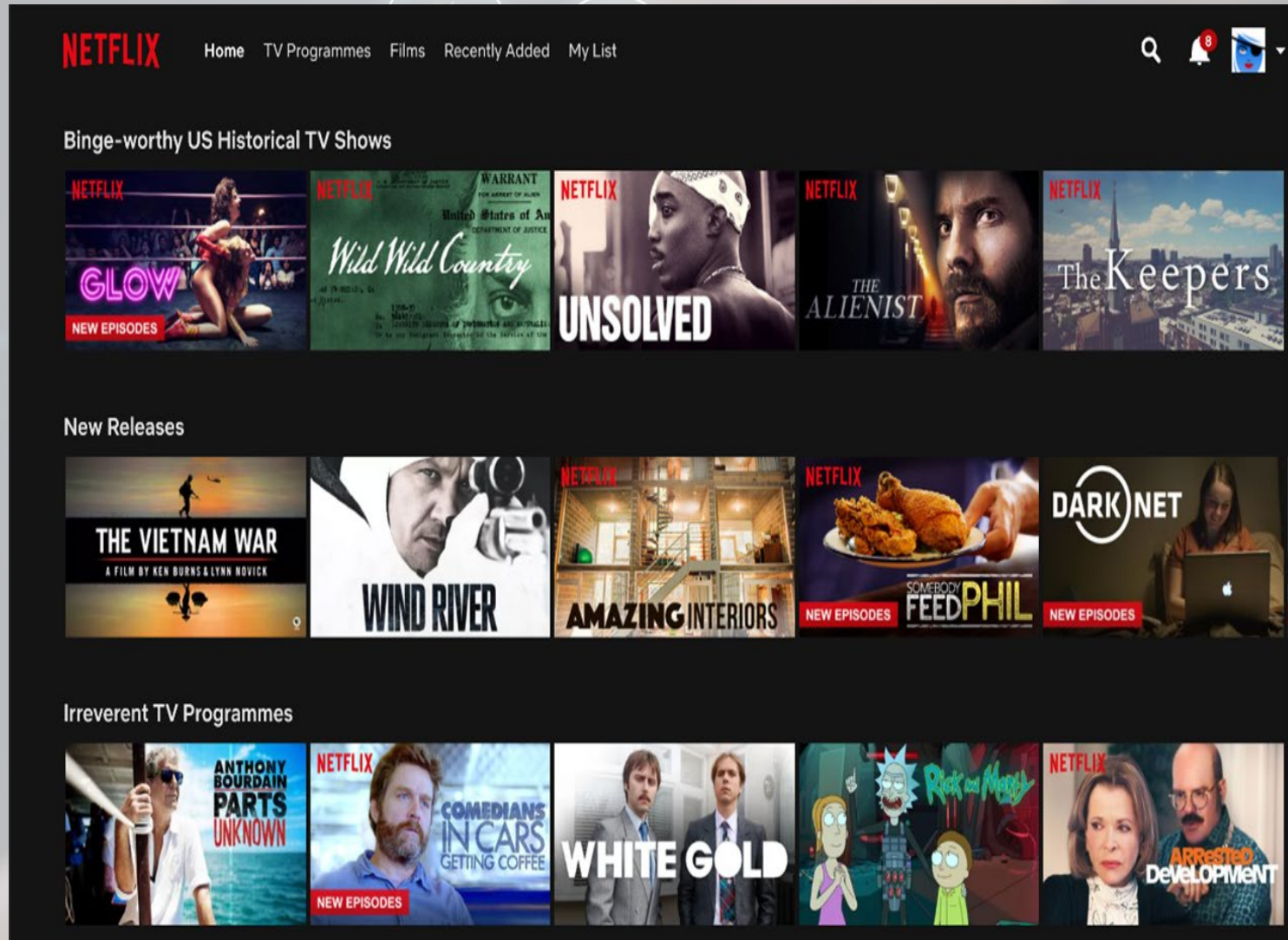
GROUP:
36.8%
ERRORS



Choice Architecture – Default options



Choice Overload



A conceptual illustration featuring a hand with a glowing brain in the palm. Several circular icons with geometric shapes (triangles, squares, circles) float around the hand, connected by lines. A large, curved, multi-colored arc (pink, blue, green) sweeps across the background. The background is a blurred image of a person's face.

Case Study: Messina Hof's Menus



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about free
shipping on a
case purchases!



WINE MENU

DRY WHITE WINES & ROSES

UNOAKED CHARDONNAY Light body with hints of pineapple with a splash of lemon	7 13.99
PINOT GRIGIO Crisp, light-bodied with aromas of apple blossom and citrus zest	6 13.99
PRIVATE RESERVE BLANC DU BOIS Crisp flavors of green apple with floral notes of dandelions	7 18.99
SAUVIGNON BLANC Striking aromas of lemon grass with nuances of white peach	7 18.99
PRIVATE RESERVE CHARDONNAY Full body with rich wood notes and creamy flavors	9 25
PRIVATE RESERVE VIOGNIER Elegant complexity that showcases lush, ripe flavors of stonefruit	7 18.99
PRIVATE RESERVE SÉMILLON Medium-bodied with ripe flavors of pineapple and green fruits	7 18.99
DRY RIESLING Refreshingly crisp with aromas of citrus blossom and melon	7 18.99
PINOT BLANC Light with floral fragrances of magnolia and honeysuckle	7 18.99
SOPHIA MARIE ROSÉ Wonderful ripe raspberry and strawberry notes with bright acidity	7 18.99
GRENAÇHE ROSÉ Aromas of fresh roses with nuances of strawberry and tangerine	7 18.99

SEMI-SWEET WINES

GEWÜRZTRAMINER, TRIBUTE TO MEMORIES Bright aromas of white roses and ginger with a hint of spice	6 13.99
MOSCATO, TRIBUTE TO INNOCENCE Aromas of peach and apricot with notes of lemon	6 13.99
RIESLING, TRIBUTE TO HERITAGE Fresh floral aromas with flavors of honeysuckle and citrus	6 13.99
CHENIN BLANC, LEPARD VINEYARD Wonderful elements of citrus blossom, chamomile and honey	7 18.99
PRIVATE RESERVE GEWÜRZTRAMINER Delightful aromatics and notes of lychee and ginger	7 18.99
PRIVATE RESERVE ORANGE MUSCAT Delicate wisps of flourishing roses and orange blossoms	7 18.99
MAMA ROSA ROSÉ Subtle aromas of hibiscus and flavors of ripe cherries and tangerines	6 13.99
BEAU, TRIBUTE TO BEAUTY Aromas of wildflowers and flavors of rich blackberry jam and pears	6 13.99
SWEET SANGRIA Sweet and spicy wine with hints of green apple and elderberry	6 13.99

SPARKLING WINES

SPARKLING BRUT Refreshing notes of baked apple with flavors of honeycomb	9 25
SPARKLING ROSÉ Delicate with flavors of strawberry, pomegranate, and cranberry	9 25
SPARKLING MOSCATO (SPUMANTE) Aromatic with floral aromas and crisp notes of peach and orange	7 18.99
SPARKLING ALMOND Demi-sec sparkling with notes of toasted almond with green apple	9 25

COMMEMORATIVE WINES

ADMIRAL NIMITZ CHARDONNAY Refreshing notes of baked apple with flavors of honeycomb	7 25
ADMIRAL'S RESERVE DESSERT RED Delicate with flavors of strawberry, pomegranate, and cranberry	9 25
AGGIE NETWORK™ CHARDONNAY Full-bodied with wonderful aromas of pie crust and crème brûlée	7 20
AGGIE NETWORK™ LATE HARVEST MUSCAT CANELLI Excitingly fragrant and crisp with flavors of orange peel and nectarine	7 20
AGGIE NETWORK™ CABERNET SAUVIGNON Bold tannins, full body with lush dark berry jam or black plum flavors	9 25
AGGIE NETWORK™ BIN12 Full-bodied blend with integrated fruit and oak with cherry-vanilla flavors	9 25
AGGIE NETWORK™ MIDNIGHT YELL Sweet dessert wine with aromas of butterscotch and ripe cherry flavors	9 25

Want just a taste? Ask your server for details.
\$12 for 5 tokens
1 token = per tasting | 2 tokens = Paulo wine tasting

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GSM (GRENAÇHE, SYRAH, MOURVÈDRE) Medium-bodied with a synergy of flavors of blackberry and plum	9 25
PRIVATE RESERVE REFLECTIONS OF LOVE Dark berries and plum reveal themselves alongside rich tannins	9 25
PRIVATE RESERVE PINOT NOIR Soft leather tannins and vanilla notes that mingle with fruit essences	9 25
PRIVATE RESERVE MERLOT Cherry, blackberry and cassia flavors with hints of violets and spice	9 25
PRIVATE RESERVE TEMPRANILLO Aromas of dried leaves with bold dark fruit flavors and vivid acidity	9 25
PRIMITIVO Full-bodied with rustic cedar aromas and hints of espresso	9 25
PRIVATE RESERVE MALBEC Robust tannins and a smooth mouthfeel with hints of currant	9 25
PRIVATE RESERVE PETIT VERDOT Herbaceous undertones of sage and lilac with flavors of molasses	10 30
PRIVATE RESERVE CABERNET SAUVIGNON Spicy tones of pepper, blackberry, and vanilla with nice complexity	9 25
PRIVATE RESERVE CABERNET FRANC Bold aromas of leather and herbs with dark fruit flavors	9 25
SAGRANTINO RESERVA Intense tannins with hints of cinnamon and earthy undertones	10 35
BLACK LABEL PREMIUM BLEND Red wine blend with hints of black plum, mocha, and tobacco	7 20

PAULO WINES

PAULO CABERNET SAUVIGNON Flavors of black plums, cranberry and hints of dried fig	14 50
PAULO BLEND Aromas of dried roses are followed by flavors of sugar plum	14 50
PAULO MERLOT Red flavors of cherries and raspberries with aromas of spiced mocha	14 50
PAULO PRIMITIVO Strong body with dark jam flavors with a thin layer of white pepper	16 60
PAULO SAGRANTINO Jammy fruit flavors with notes of vanilla and earthiness	16 60
PAULO ZINFANDEL Rich dark blackberry and cherry flavors and a hint of floral	14 50
PAULO PORT Decadent dessert wine with notes of milk chocolate and caramel	16 60

DESSERT WINES

ANGEL LATE HARVEST RIESLING Crisp, sweet dessert wine with flavors of apple, pear and honey	7 18.99
ORANGE MUSCAT MISTELLA Honeyed mouth-feel and twist of bright orange zest and lemon peel	8 24
EBONY PORTS OF CALL Toasted cinnamon and rich dark chocolate covered cherry flavors	7 18.99
BARREL RESERVE PORT Fruit-forward flavors of blueberry with dark chocolate undertones	7 18.99
PRIVATE RESERVE PAPA PAULO PORT Complex richness with dark chocolate flavors and hints of nutmeg	12 40
TAWNY PORT Rich, nutty caramel flavors with chocolate and cherry undertones	12 40
SOLERA SHERRY Rich, nectarous flavors of vanilla and dried fig with notes of almond	14 45

WINE ON TAP

WHITE WINE ON TAP Selections vary, ask your server for what's available.	7 24*
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WINE MENU



DRY WHITE WINES & ROSÉS

SAUVIGNON BLANC | Striking aromas of lemon grass with nuances of white peach 7 | 19

DRY RIESLING | Refreshingly crisp with aromas of citrus blossom and melon 7 | 19

UNOAKED CHARDONNAY | Light body with hints of pineapple with a splash of lemon 7 | 14

PRIVATE RESERVE CHARDONNAY | Full body with rich wood notes and creamy flavors 9 | 25

ADMIRAL NIMITZ CHARDONNAY | Refreshing notes of baked apple with flavors of honeycomb 7 | 25

AGGIE NETWORK™ CHARDONNAY | Full-bodied with wonderful aromas of pie crust and crème brûlée 7 | 20

PINOT GRIGIO | Crisp, light-bodied with aromas of apple blossom and citrus zest 6 | 14

PRIVATE RESERVE BLANC DU BOIS | Crisp flavors of green apple with floral notes of dandelions 7 | 19

PINOT BLANC | Light with floral fragrances of magnolia and honeysuckle 7 | 19

PRIVATE RESERVE VIOGNIER | Elegant complexity that showcases lush, ripe flavors of stonefruit 7 | 19

PRIVATE RESERVE SÉMILLON | Medium-bodied with ripe flavors of pineapple and green fruits 7 | 19

SOPHIA MARIE ROSÉ | Wonderful ripe raspberry and strawberry notes with bright acidity 7 | 19

GRENACHE ROSÉ | Aromas of fresh roses with nuances of strawberry and tangerine 7 | 19

SERENITY | Light bodied blend with subtle bursts of crisp citrus blossom and notes of ginger and melon 7 | 19

SEMI-SWEET WINES

CHENIN BLANC, LEPARD VINEYARD | Wonderful elements of citrus blossom, chamomile and honey 7 | 19

DRY RED WINES

PAULO SAGRANTINO | This exquisite, dark red wine is unique and exclusive with jammy fruit flavors. It is the first Sagrantino to be grown in Texas 16 | 60

SAGRANTINO RESERVA | Intense tannins with hints of cinnamon and earthy undertones 10 | 35

TEXAS HOLD 'EM RED | Red wine blend with hints of black cherry and sweet tobacco 6 | 14

PAULO BLEND | This classic wine is a full-bodied blend has nostalgic aromas of dried roses and cedar are followed by dark fruit flavors of sugar plum and black cherry 14 | 50

SANGIOVESE, ARTIST SERIES | Balanced flavors of rustic earthiness and tart cherries 8 | 22

MOURVÈDRE, ARTIST SERIES | Hints of smoke and pepper intertwine with aromas of dark berries 8 | 22

GSM (GRENACHE, SYRAH, MOURVÈDRE) | Medium-bodied with a synergy of flavors of blackberry and plum 9 | 25

PAULO ZINFANDEL | This classic wine is distinctive with dark blackberry and cherry flavors and a hint of floral. It is aged in our best oak barrels for 18 months, which adds hints of cloves and mocha 14 | 50

PRIVATE RESERVE REFLECTIONS OF LOVE | Dark berries and plum reveal themselves alongside rich tannins 9 | 25

PRIVATE RESERVE PINOT NOIR | Soft leather tannins and vanilla notes that mingle with fruit essences 9 | 25

PRIVATE RESERVE PETIT VERDOT | Herbaceous undertones of sage and lilac with flavors of molasses 10 | 30

PRIVATE RESERVE TEMPRANILLO | Aromas of dried leaves with bold dark fruit flavors and vivid acidity 9 | 25

PRIVATE RESERVE MERLOT | Cherry, blackberry and cassis flavors with hints of violets and spice 9 | 25

PAULO MERLOT | This exquisite merlot features aromas of spiced mocha and anise. Red fruit flavors of cherries and ripe raspberries come together on the palate providing an elegant, well-rounded structure 14 | 50



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DRY RIESLING | Refreshingly crisp with aromas of citrus blossom and melon 7 | 19

UNOAKED CHARDONNAY | Light body with hints of pineapple with a splash of lemon 7 | 14

PRIVATE RESERVE CHARDONNAY | Full body with rich wood notes and creamy flavors 9 | 25

ADMIRAL NIMITZ CHARDONNAY | Refreshing notes of baked apple with flavors of honeycomb 7 | 25

AGGIE NETWORK™ CHARDONNAY | Full-bodied with wonderful aromas of pie crust and crème brûlée 7 | 20

PINOT GRIGIO | Crisp, light-bodied with aromas of apple blossom and citrus zest 6 | 14

PRIVATE RESERVE BLANC DU BOIS | Crisp flavors of green apple with floral notes of dandelions 7 | 19

PINOT BLANC | Light with floral fragrances of magnolia and honeysuckle 7 | 19

PRIVATE RESERVE VIOGNIER | Elegant complexity that showcases lush, ripe flavors of stonefruit 7 | 19

PRIVATE RESERVE SÉMILLON | Medium-bodied with ripe flavors of pineapple and green fruits 7 | 19

SOPHIA MARIE ROSÉ | Wonderful ripe raspberry and strawberry notes with bright acidity 7 | 19

GRENACHE ROSÉ | Aromas of fresh roses with nuances of strawberry and tangerine 7 | 19

SERENITY | Light bodied blend with subtle bursts of crisp citrus blossom and notes of ginger and melon 7 | 19

SEMI-SWEET WINES

CHENIN BLANC, LEPARD VINEYARD | Wonderful elements of citrus blossom, chamomile and honey 7 | 19

GEWÜRZTRAMINER, TRIBUTE TO MEMORIES | Bright aromas of white roses and ginger with a hint of spice 6 | 14

MOSCATO, TRIBUTE TO INNOCENCE | Aromas of peach and apricot with notes of lemon 6 | 14

RIESLING, TRIBUTE TO HERITAGE | Fresh floral aromas with flavors of honeysuckle and citrus 6 | 14

PRIVATE RESERVE GEWÜRZTRAMINER | Delightful aromatics and notes of lychee and ginger 7 | 19

PRIVATE RESERVE ORANGE MUSCAT | Delicate wisps of flourishing roses and orange blossoms 7 | 19

BEAU, TRIBUTE TO BEAUTY | Aromas of wildflowers and flavors of rich blackberry jam and pears 6 | 14

SWEET SANGRIA | Sweet and spicy wine with hints of green apple and elderberry 6 | 14

MAMA ROSA ROSÉ | Subtle aromas of hibiscus and flavors of ripe cherries and tangerines 6 | 14

DRY RED WINES

PAULO SAGRANTINO | This exquisite, dark red wine is unique and exclusive with jammy fruit flavors. It is the first Sagrantino to be grown in Texas 16 | 60

SAGRANTINO RESERVA | Intense tannins with hints of cinnamon and earthy undertones 10 | 35

TEXAS HOLD 'EM RED | Red wine blend with hints of black cherry and sweet tobacco 6 | 14

PAULO BLEND | This classic wine is a full-bodied blend has nostalgic aromas of dried roses and cedar are followed by dark fruit flavors of sugar plum and black cherry 14 | 50

SANGIOVESE, ARTIST SERIES | Balanced flavors of rustic earthiness and tart cherries 8 | 22

MOURVÈDRE, ARTIST SERIES | Hints of smoke and pepper intertwine with aromas of dark berries 8 | 22

GSM (GRENACHE, SYRAH, MOURVÈDRE) | Medium-bodied with a synergy of flavors of blackberry and plum 9 | 25

PAULO ZINFANDEL | This is classic wine is distinctive with dark blackberry and cherry flavors and a hint of floral. It is aged in our best oak barrels for 18 months, which adds hints of cloves and mocha 14 | 50

PRIVATE RESERVE REFLECTIONS OF LOVE | Dark berries and plum reveal themselves alongside rich tannins 9 | 25

PRIVATE RESERVE PINOT NOIR | Soft leather tannins and vanilla notes that mingle with fruit essences 9 | 25

PRIVATE RESERVE PETIT VERDOT | Herbaceous undertones of sage and lilac with flavors of molasses 10 | 30

PRIVATE RESERVE TEMPRANILLO | Aromas of dried leaves with bold dark fruit flavors and vivid acidity 9 | 25

PRIVATE RESERVE MERLOT | Cherry, blackberry and cassis flavors with hints of violets and spice 9 | 25

PAULO MERLOT | This exquisite merlot features aromas of spiced mocha and anise. Red fruit flavors of cherries and ripe raspberries come together on the palate providing an elegant, well-rounded structure 14 | 50

PRIMITIVO | Full-bodied with rustic cedar aromas and hints of espresso 9 | 25

PAULO PRIMITIVO | This bold red wine has many of the same characteristics of Zinfandel. This wine thrives under the Texas sun giving it beautiful, rich pigment and lots of body 16 | 60

PRIVATE RESERVE MALBEC | Robust tannins and a smooth mouthfeel with hints of currant 9 | 25

PRIVATE RESERVE CABERNET SAUVIGNON | Spicy tones of pepper, blackberry, and vanilla with nice complexity 9 | 25

PAULO CABERNET SAUVIGNON | This cabernet sauvignon is an oak-aged, full-bodied red wine with flavors of black plums, cranberry and hints of dried fig 14 | 50

AGGIE NETWORK™ CABERNET SAUVIGNON | Bold tannins, full body with lush dark berry jam or black plum flavors 9 | 25

PRIVATE RESERVE CABERNET FRANC | Bold aromas of leather and herbs with dark fruit flavors 9 | 25

BLACK LABEL PREMIUM BLEND | Red wine blend with hints of black plum, mocha, and tobacco 7 | 20

PRIVATE RESERVE PETITE SIRAH | Flavors of wild black cherries and plum with hints of baking spices from oak aging 9 | 25

DESSERT WINES

SOLERA SHERRY | Rich, nectarous flavors of vanilla and dried fig with notes of almond 14 | 45

ANGEL LATE HARVEST RIESLING | Crisp, sweet dessert wine with flavors of apple, pear and honey 7 | 19

ORANGE MUSCAT MISTELLA | Honeyed mouth-feel and twist of bright orange zest and lemon peel 8 | 24

AGGIE NETWORK™ MIDNIGHT YELL | Sweet dessert wine with aromas of butterscotch and ripe cherry flavors 9 | 25

EBONY PORTS OF CALL | Toasted cinnamon and rich dark chocolate covered cherry flavors 7 | 19

BARREL RESERVE PORT | Fruit-forward flavors of blueberry with dark chocolate undertones 7 | 19

PRIVATE RESERVE PAPA PAULO PORT | Complex richness with dark chocolate flavors and hints of nutmeg 12 | 40

TAWNY PORT | Rich, nutty caramel flavors with chocolate and cherry undertones 12 | 40

AGGIE NETWORK™ LATE HARVEST MUSCAT CANEL-LI | Excitingly fragrant and crisp with flavors of orange peel and nectarine 7 | 20

SPARKLING WINES

SPARKLING BRUT | Refreshing notes of baked apple with flavors of honeycomb 9 | 25

SPARKLING ROSÉ | Delicate with flavors of strawberry, pomegranate, and cranberry 9 | 25

SPARKLING MOSCATO (SPUMANTE) | Aromatic with floral aromas and crisp notes of peach and orange 7 | 19

SPARKLING ALMOND | Demi-sec sparkling with notes of toasted almond with green apple 9 | 25

WINE FLIGHTS

Not sure what you want? Want to sample a variety? Ask your server about wine flights!

\$12 for 5 tokens

1 token per tasting | 2 tokens per Paulo wine tasting

Ask about our specials on case purchases!

Next ➔



WINE MENU



DRY WHITE WINES & ROSÉS

SAUVIGNON BLANC | Striking aromas of lemon grass with nuances of white peach 7 | 19

DRY RIESLING | Refreshingly crisp with aromas of citrus blossom and melon 7 | 19

UNOAKED CHARDONNAY | Light body with hints of pineapple with a splash of lemon 7 | 14

PRIVATE RESERVE CHARDONNAY | Full body with rich wood notes and creamy flavors 9 | 25

ADMIRAL NIMITZ CHARDONNAY | Refreshing notes of baked apple with flavors of honeycomb 7 | 25

AGGIE NETWORK™ CHARDONNAY | Full-bodied with wonderful aromas of pie crust and crème brûlée 7 | 20

PINOT GRIGIO | Crisp, light-bodied with aromas of apple blossom and citrus zest 6 | 14

PRIVATE RESERVE BLANC DU BOIS | Crisp flavors of green apple with floral notes of dandelions 7 | 19

PINOT BLANC | Light with floral fragrances of magnolia and honeysuckle 7 | 19

PRIVATE RESERVE VIOGNIER | Elegant complexity that showcases lush, ripe flavors of stonefruit 7 | 19

PRIVATE RESERVE SÉMILLON | Medium-bodied with ripe flavors of pineapple and green fruits 7 | 19

SOPHIA MARIE ROSÉ | Wonderful ripe raspberry and strawberry notes with bright acidity 7 | 19

GRENACHE ROSÉ | Aromas of fresh roses with nuances of strawberry and tangerine 7 | 19

SERENITY | Light bodied blend with subtle bursts of crisp citrus blossom and notes of ginger and melon 7 | 19

SEMI-SWEET WINES

CHENIN BLANC, LEPARD VINEYARD | Wonderful elements of citrus blossom, chamomile and honey 7 | 19

DRY RED WINES

PAULO SAGRANTINO | This exquisite, dark red wine is unique and exclusive with jammy fruit flavors. It is the first Sagrantino to be grown in Texas 16 | 60

SAGRANTINO RESERVA | Medium-bodied with flavors of plum and earthy undertones 10 | 35

TEXAS HOLD 'EM RED | Red wine blend with hints of black cherry and sweet tobacco 6 | 14

PAULO BLEND | This classic wine is a full-bodied blend has nostalgic aromas of dried roses and cedar are followed by dark fruit flavors of sugar plum and black cherry 14 | 50

SANGIOVESE, ARTIST SERIES | Balanced flavors of rustic earthiness and tart cherries 8 | 22

MOURVÈDRE, ARTIST SERIES | Hints of smoke and pepper intertwine with aromas of dark berries 8 | 22

GSM (GRENACHE, SYRAH, MOURVÈDRE) | Medium-bodied with a synergy of flavors of blackberry and plum 9 | 25

PAULO ZINFANDEL | This classic wine is distinctive with dark blackberry and cherry flavors and a hint of floral. It is aged in our best oak barrels for 18 months, which adds hints of cloves and mocha 14 | 50

PRIVATE RESERVE REFLECTIONS OF LOVE | Dark berries and plum reveal themselves alongside rich tannins 9 | 25

PRIVATE RESERVE PINOT NOIR | Soft leather tannins and vanilla notes that mingle with fruit essences 9 | 25

PRIVATE RESERVE PETIT VERDOT | Herbaceous undertones of sage and lilac with flavors of molasses 10 | 30

PRIVATE RESERVE TEMPRANILLO | Aromas of dried leaves with bold dark fruit flavors and vivid acidity 9 | 25

PRIVATE RESERVE MERLOT | Cherry, blackberry and cassis flavors with hints of violets and spice 9 | 25

PAULO MERLOT | This exquisite merlot features aromas of spiced mocha and anise. Red fruit flavors of cherries and ripe raspberries come together on the palate providing an elegant, well-rounded structure 14 | 50



WINE MENU



DRY WHITE WINES & ROSÉS

- SAUVIGNON BLANC** | Striking aromas of lemon grass with nuances of white peach 7 | 19
- DRY RIESLING** | Refreshingly crisp with aromas of citrus blossom and melon 7 | 19
- UNDAKED CHARDONNAY** | Light body with hints of pineapple with a splash of lemon 7 | 14
- PRIVATE RESERVE CHARDONNAY** | Full body with rich wood notes and creamy flavors 9 | 25
- ADMIRAL NIMITZ CHARDONNAY** | Refreshing notes of baked apple with flavors of honeycomb 7 | 25
- AGGIE NETWORK™ CHARDONNAY** | Full-bodied with wonderful aromas of pie crust and crème brûlée 7 | 20
- PINOT GRIGIO** | Crisp, light-bodied with aromas of apple blossom and citrus zest 6 | 14
- PRIVATE RESERVE BLANC DU BOIS** | Crisp flavors of green apple with floral notes of dandelions 7 | 19
- PINOT BLANC** | Light with floral fragrances of magnolia and honeysuckle 7 | 19
- PRIVATE RESERVE VIOGNIER** | Elegant complexity that showcases lush, ripe flavors of stonefruit 7 | 19
- PRIVATE RESERVE SÉMILLON** | Medium-bodied with ripe flavors of pineapple and green fruits 7 | 19
- SOPHIA MARIE ROSÉ** | Wonderful ripe raspberry and strawberry notes with bright acidity 7 | 19
- GRENACHE ROSÉ** | Aromas of fresh roses with nuances of strawberry and tangerine 7 | 19
- SERENITY** | Light-bodied blend with subtle bursts of crisp citrus blossom and notes of ginger and melon 7 | 19

SEMI-SWEET WINES

- CHENIN BLANC, LEOPARD VINEYARD** | Wonderful elements of citrus blossom, chamomile and honey 7 | 19
- GENU RZTRAMINER, TRIBUTE TO MEMORIES** | Bright aromas of white roses and ginger with a hint of spice 6 | 14
- MUSCATO, TRIBUTE TO INNOCENCE** | Aromas of peach and apricot with notes of lemon 6 | 14
- RIESLING, TRIBUTE TO HERITAGE** | Fresh floral aromas with flavors of honeysuckle and citrus 6 | 14
- PRIVATE RESERVE GEWÜRZTRAMINER** | Delightful aromatics and notes of lychee and ginger 7 | 19
- PRIVATE RESERVE ORANGE MUSCAT** | Delicate wisps of flourishing roses and orange blossoms 7 | 19
- BEAU, TRIBUTE TO BEAUTY** | Aromas of wildflowers and flavors of rich blackberry jam and pears 6 | 14
- SWEET SANGRIA** | Sweet and spicy wine with hints of green apple and elderberry 6 | 14
- MAMA ROSA ROSÉ** | Subtle aromas of hibiscus and flavors of ripe cherries and tangerines 6 | 14

DRY RED WINES

- PAULO SAGRANTINO** | This exquisite, dark red wine is unique and exclusive with jammy fruit flavors. It is the first Sagrantino to be grown in Texas 16 | 60
- SAGRANTINO RESERVA** | Intense tannins with hints of cinnamon and earthy undertones 16 | 22
- TEXAS HOLD 'EM RED** | Red wine blend with hints of black cherry and sweet tobacco 6 | 14
- PAULO BLEND** | This classic wine is a full-bodied blend has nostalgic aromas of dried roses and cedar are followed by dark fruit flavors of sugar plum and black cherry 14 | 50
- SANGHWESE, ARTIST SERIES** | Balanced flavors of rustic earthiness and tart cherries 8 | 22
- MOURVÉDRE, ARTIST SERIES** | Hints of smoke and pepper interwoven with aromas of dark berries 8 | 22
- GSM (GRENACHE, SYRAH, MOURVÉDRE)** | Medium-bodied with a synergy of flavors of blackberry and plum 9 | 25
- PAULO ZINFANDEL** | This is classic wine is distinctive with dark blackberry and cherry flavors and a hint of floral. It is aged in our best oak barrels for 18 months, which adds hints of cloves and mocha 14 | 50
- PRIVATE RESERVE REFLECTIONS OF LOVE** | Dark berries and plum reveal themselves alongside rich tannins 9 | 25
- PRIVATE RESERVE PINOT NOIR** | Soft leather tannins and vanilla notes that mingle with fruit essences 9 | 25
- PRIVATE RESERVE PETIT VERDOT** | Herbaceous undertones of sage and lilac with flavors of molasses 10 | 30
- PRIVATE RESERVE TEMPRANILLO** | Aromas of dried leaves with bold dark fruit flavors and vivid acidity 9 | 25
- PRIVATE RESERVE MERLOT** | Cherry blackberry and cassia flavors with hints of violet and spice 9 | 25
- PAULO MERLOT** | This exquisite merlot features aromas of spiced mocha and dried fruit flavors of cherries and ripe raspberries come together on the palate providing an elegant, well-rounded structure 16 | 60
- PRIMITIVO** | Full-bodied with rustic cedar aromas and hints of espresso 9 | 25
- PAULO PRIMITIVO** | This bold red wine has many of the same characteristics as Zinfandel. This wine thrives under the Texas sun giving it beautiful, rich pigment and lots of body 16 | 60
- PRIVATE RESERVE MALBEC** | Robust tannins and a smooth mouthfeel with hints of currant 9 | 25
- PRIVATE RESERVE CABERNET SAUVIGNON** | Spicy tones of pepper, blackberry and vanilla with nice complexity 9 | 25
- PAULO CABERNET SAUVIGNON** | This cabernet sauvignon is an oak aged, full-bodied red wine with flavors of black plums, cranberry and hints of dried fig 14 | 50
- AGGIE NETWORK™ CABERNET SAUVIGNON** | Bold berries, full body with both dark berry jam or black plum flavors 9 | 25
- PRIVATE RESERVE CABERNET FRANC** | Bold aromas of leather and herbs with dark fruit flavors 9 | 25
- BLACK LABEL PREMIUM BLEND** | Red wine blend with hints of black plums, mocha, and tobacco 7 | 20
- PRIVATE RESERVE PETITE SIRAH** | Flavors of wild black cherries and plum with hints of baking spices from oak aging 9 | 25

DESSERT WINES

- SOLEA SHERRY** | Rich, rich cream flavors of vanilla and clove with notes of almond 14 | 45
- ANGEL LATE HARVEST RIESLING** | Crisp, sweet dessert wine with flavors of apple, pear and honey 7 | 19
- ORANGE MUSCAT MISTELLA** | Honeyed mouth-feel and twist of bright orange zest and lemon peel 8 | 24
- AGGIE NETWORK™ MIDNIGHT YELL** | Sweet dessert wine with aromas of butterscotch and ripe cherry flavors 9 | 25
- EBONY PORTS OF CALL** | Toasted cinnamon and rich dark chocolate covered cherry flavors 7 | 19
- BARREL RESERVE PORT** | Fruit-forward flavors of blueberry with dark chocolate undertones 7 | 19
- PRIVATE RESERVE PAPA PAULO PORT** | Complex richness with dark chocolate flavors and hints of nutmeg 12 | 40
- TAWNY PORT** | Rich, nutty caramel flavors with chocolate and cherry undertones 12 | 40
- AGGIE NETWORK™ LATE HARVEST MUSCAT CANEL-12** | Excitingly fragrant and crisp with flavors of orange peel and nectarine 7 | 20

SPARKLING WINES

- SPARKLING BRUT** | Refreshing notes of baked apple with flavors of honeycomb 9 | 25
- SPARKLING ROSÉ** | Delicate with flavors of strawberry, pomegranate, and cranberry 9 | 25
- SPARKLING MOSCATO (SPUMANTE)** | Aromatic with floral aromas and crisp notes of peach and orange 7 | 19
- SPARKLING ALMOND** | Demi-sec sparkling with notes of toasted almond with green apple 9 | 25

WINE FLIGHTS

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\$12 for 5 tokens

1 token per tasting | 2 tokens per Paulo wine tasting

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WINE MENU



DRY WHITE WINES & ROSÉS

SAUVIGNON BLANC | Striking aromas of lemon grass with nuances of white peach 7 | 19
DRY RIESLING | Refreshingly crisp with aromas of citrus blossom and melon 7 | 19
UNOAKED CHARDONNAY | Light body with hints of pineapple with a splash of lemon 7 | 14
PRIVATE RESERVE CHARDONNAY | Full body with rich wood notes and creamy flavors 9 | 25
ADMIRAL NIMITZ CHARDONNAY | Refreshing notes of baked apple with flavors of honeycomb 7 | 25
AGGIE NETWORK™ CHARDONNAY | Full-bodied with wonderful aromas of pie crust and crème brûlée 7 | 20
PINOT GRIGIO | Crisp, light-bodied with aromas of apple blossom and citrus zest 6 | 14
PRIVATE RESERVE BLANC DU BOIS | Crisp flavors of green apple with floral notes of dandelions 7 | 19
PINOT BLANC | Light with floral fragrances of magnolia and honeysuckle 7 | 19
PRIVATE RESERVE VIOGNIER | Elegant complexity that showcases lush, ripe flavors of stonefruit 7 | 19
PRIVATE RESERVE SÉMILLON | Medium-bodied with ripe flavors of pineapple and green fruits 7 | 19
SOPHIA MARIE ROSÉ | Wonderful ripe raspberry and strawberry notes with bright acidity 7 | 19
GRENACHE ROSÉ | Aromas of fresh roses with nuances of strawberry and tangerine 7 | 19
SERENITY | Light-bodied blend with subtle bursts of crisp citrus blossom and notes of ginger and melon 7 | 19

SEMI-SWEET WINES

CHENIN BLANC, LEPARD VINEYARD | Wonderful elements of citrus blossom, chamomile and honey 7 | 19
GEWÜRZTRAMINER, TRIBUTE TO MEMORIES | Bright aromas of white roses and ginger with a hint of spice 8 | 14
MUSCATO, TRIBUTE TO INNOCENCE | Aromas of peach and apricot with notes of lemon 6 | 14
RIESLING, TRIBUTE TO HERITAGE | Fresh floral aromas with flavors of honeysuckle and citrus 6 | 14
PRIVATE RESERVE GEWÜRZTRAMINER | Delightful aromatics and notes of lychee and ginger 7 | 19
PRIVATE RESERVE ORANGE MUSCAT | Delicate wisps of flourishing roses and orange blossoms 7 | 19
BEAU, TRIBUTE TO BEAUTY | Aromas of wildflowers and flavors of rich blackberry jam and pears 6 | 14
SWEET SANGRIA | Sweet and spicy wine with hints of green apple and elderberry 6 | 14
MAMA ROSA ROSÉ | Subtle aromas of hibiscus and flavors of ripe cherries and tangerines 6 | 14

DRY RED WINES

PAULO SAGRANTINO | This exquisite, dark red wine is unique and reflective with jammy fruit flavors. It is the first Sagrantino to be grown in Texas. 16 | 40
SAGRANTINO RESERVE | Silky tannins with hints of cinnamon and spice undertones. 16 | 35
TEXAS HILL™ LATE HARVEST | Red wine blend with hints of black cherry and sweet tobacco. 8 | 14
PAULO BLEND | This classic wine is a full-bodied blend has beautiful aromas of dried roses and cedar pine followed by dark fruit flavors of ripe plum and black cherry. 14 | 19
SANGHEWEE, ARTIST SERIES | Balanced flavors of rustic sweetness and tart cherries 8 | 22
MOUYEDRE, ARTIST SERIES | Hints of smoke and pepper intermingle with aromas of dark berries 8 | 22
GSM (GRENACHE, SYRAH, MOUYEDRE) | Medium-bodied with a synergy of flavors of blackberry and plum. 9 | 25
PAULO ZINFANDEL | This is classic wine is distinctive with dark blackberry and cherry flavors and a hint of floral. It is aged in our best oak barrels for 18 months, which adds hints of cloves and mocha. 14 | 19
PRIVATE RESERVE REFLECTIONS OF LOVE | Dark themes and plum reveal themselves alongside rich tannins. 9 | 25
PRIVATE RESERVE PINOT NOIR | Soft leather tannins and vanilla notes that merge with fruit nuances. 8 | 25
PRIVATE RESERVE PETIT VERDOT | Nectarous undertones of sage and thyme with flavors of melon. 16 | 35
PRIVATE RESERVE TEMPRANILLO | Aromas of dried leaves with bold dark fruit flavors and vivid acidity. 8 | 25
PRIVATE RESERVE MERLOT | Cherry, blackberry and cacao flavors with hints of vanilla and spice. 9 | 25
PAULO MERLOT | This elegant merlot features aromas of spiced vanilla and wine. Rich fruit flavors of cherries and ripe raspberries come together on the palate providing an elegant, well-rounded structure. 14 | 30
PRIMITIVO | Full-bodied with rustic cedar aromas and hints of espresso. 8 | 25
PAULO PRIMITIVO | This bold red wine has many of the same characteristics of Zinfandel. This wine thrives under the Texas sun giving it beautiful, rich pigment and lots of body. 16 | 40
PRIVATE RESERVE MALBEC | Robust tannins and a smooth mouthfeel with hints of currant. 9 | 25
PRIVATE RESERVE CABERNET SAUVIGNON | Spicy notes of pepper, blackberry and vanilla with nice complexity. 9 | 25
PAULO CABERNET SAUVIGNON | This cabernet sauvignon is an oak-aged, full-bodied red wine with flavors of black plums, blackberry and hints of dried fig. 14 | 30
AGGIE NETWORK™ CABERNET SAUVIGNON | Bold tannins, full body with rich dark berry jam or black plum flavors. 9 | 25
PRIVATE RESERVE CABERNET FRANC | Bold aromas of leather and herbs with dark fruit flavors. 9 | 25
BLACK LABEL PREMIUM BLEND | Red wine blend with hints of black plum, mocha, and tobacco. 7 | 20
PRIVATE RESERVE PETITE SIRAH | Flavors of wild black cherries and plum with hints of baking spices from oak aging. 9 | 25

[No Title]

DESSERT WINES

SOLERA SHERRY | Rich, nectarous flavors of vanilla and dried fig with notes of almond. 14 | 45
ANGEL LATE HARVEST RIESLING | Crisp, sweet dessert wine with flavors of apple, pear and honey. 7 | 19
ORANGE MUSCAT MISTELLA | Honeyed mouth-feel and twist of bright orange zest and lemon peel. 8 | 24
AGGIE NETWORK™ MIDNIGHT YELL | Sweet dessert wine with aromas of butterscotch and ripe cherry flavors. 9 | 25
EBONY PORTS OF CALL | Toasted cinnamon and rich dark chocolate covered cherry flavors. 7 | 19
BARREL RESERVE PORT | Fruit-forward flavors of blueberry with dark chocolate undertones. 7 | 19
PRIVATE RESERVE PAPA PAULO PORT | Complex richness with dark chocolate flavors and hints of nutmeg. 12 | 40
TAWNY PORT | Rich, nutty caramel flavors with chocolate and cherry undertones. 12 | 40
AGGIE NETWORK™ LATE HARVEST MUSCAT CANE-LI | Excitingly fragrant and crisp with flavors of orange peel and nectarine. 7 | 20

SPARKLING WINES

SPARKLING BRUT | Refreshing notes of baked apple with flavors of honeycomb. 9 | 25
SPARKLING ROSÉ | Delicate with flavors of strawberry, pomegranate, and cranberry. 9 | 25
SPARKLING MOSCATO (SPUMANTE) | Aromatic with floral aromas and crisp notes of peach and orange. 7 | 19
SPARKLING ALMOND | Demi-sec sparkling with notes of toasted almond with green apple. 9 | 25

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1775 TEXAS PIT BBQ

CRAFT BARBECUE

Meats by 1/2 LB

Prime Brisket - \$10.50

Duroc Pork Ribs - \$8.50

Turkey - \$8.50 - OUT

Hot Sausage - \$8.00 - OUT

Mild Sausage - \$8.00 - OUT

PLATES

1 MEAT 2 SIDE - \$15.00

2 MEAT 2 SIDE - \$17.00

3 MEAT 2 SIDE - \$19.00

SAMPLER (4 MEATS + 2 SIDES) - \$22.00

*NO DOUBLE MEATS ON PLATES

ALL PLATES + COMBOS

COME w/ DRINK

*PARTIES 17.5' or MORE → MEAT BY POUND → SIDES A La CARTA FOR FASTER SERVICE. Thank you!

*WE CAN NO LONGER DO DOUBLE MEATS ON PLATES.

Sides

CORN CASSEROLE

Loaded mash Potato

Pinto Beans

Potato Salad

Cucumber SALAD

A La Cart Sides

8oz - \$1.00

Pint - \$3.00

Quart - \$12.00

DESSERT:

SANDWICH

Brisket - \$11.00

Turkey - \$8.50

Sausage - \$8.00

ADD \$3.00 for Combos

DRINKS

Btl Tea → \$3.00

CAN SODAS → \$2.00

Btl WATER → \$1.00

ASK ABOUT Group Package

To-GO for PARTIES of 10 or MORE

48HR NOTICE ON THOSE

*PORK STEAK - \$7.00 SOLO

w/ 2 SIDE + DRINK - \$14.00

SATURDAY ONLY

Merch

Caps - \$20.00

T-shirts \$20.00

*NO CALL-IN

ORDERS BETWEEN

10:30 AM - 1:00 PM

1775 TEXAS PIT BBQ

MEATS BY 1/2 L.B.*

PLATE YOUR ORDER: 2 SIDES + A DRINK - 6
SLOW-SMOKED TURKEY BREAST OUR ALL WHITE MEAT TURKEY BREAST IS 8⁵⁰
SMOKED SLOW TO KEEP IT JUICY AND FRESHLY SLICED TO RELEASE ALL OF ITS FLAVORS
PREMIUM CZECH-STYLE SMOKED SAUSAGE HOT OR MILD 8

DUROC RIBS 8⁵⁰

USDA PRIME BRISKET 10⁵⁰

1775 SAMPLER 1/4 L.B.S ALL OUR MEATS (NO SUBS) 17⁷⁵

* MEATS CAN BE
ADDED IN 1/4 LB
PORTIONS

SANDWICHES

ADD A SIDE + A DRINK - 3

SMOKED AND SLICED CZECH-STYLE SAUSAGE - 8
FRESHLY SLICED SMOKED TURKEY BREAST - 8⁵⁰
USDA PRIME BRISKET - 11

SIDES

A LA CARTE
8 OZ - 4
16 OZ - 8
32 OZ - 12

ALL OUR SIDES ARE HOMEMADE EVERY DAY
LOADED MASHED POTATOES
BELINDA'S CORN CASSEROLE
REFRESHING CUCUMBER SALAD
RED-SKIN POTATO SALAD
PINTO BEANS

DRINKS

TEA - 3
SODA - 2
WATER - 1

NO CALL ORDERS FROM 10AM-1PM



01:00 02:00 03:00 04:00 05:00

Stimulus: Tobii Glasses 2 Scene

Exposure time: 05:27

1775

00:09:154 Speed 1x





A conceptual illustration featuring a hand with a glowing brain in the palm. The fingers are adorned with various geometric and symbolic icons: a cube, a triangle, a target, a cube, a cube, and a double arrow. The background is a soft-focus image of a person's face, overlaid with a circular pattern and a glowing blue arc.

QUESTIONS?

Dr Marco Palma: director mapalma@tamu.edu

Jeff Pool: program manager pooljeff@tamu.edu