

FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Elizabeth Schrack
Director of Communications
Grapevine Convention & Visitors Bureau
Office: 817.410.3195 Cell: 702.528.5687
ESchrack@GrapevineTexasUSA.com



*****DEBUTING AT GRAPEFEST*****

GRAPEVINE'S NEWEST WINERY COMES WITH A REBELLIOUS ATTITUDE

GRAPEVINE, TEXAS (September 15, 2026) – An 1880s Victorian house, filled with sparkly pink walls, pink chandeliers and unapologetically girly details at every turn. Housewife Rebellion is Grapevine's newest tasting room where Moms' Day Out (*of Patience*) events, creative housework breaks and Real Housewives watch parties are all part of the plan. The motto says it all: *Because Mommy Needs a Break*.

[Housewife Rebellion](#) will open its first tasting room on Thursday, September 17 at 211 E. Worth Street in Grapevine during the [40th Annual GrapeFest® – A Texas Wine Experience, presented by Bank of the West](#), bringing award-winning Texas wine, original art and a decidedly rebellious attitude to the Urban Wine Trail.

The concept comes from owner and artist Nicole Heere, who has transformed the historic home into part art gallery, part tasting room and complete escape from the everyday. Painted pink inside and out, the space is filled with Heere's original oil paintings and playful details inspired by the realities of balancing careers, family and the occasional need to pour a glass of wine and shut the door.

"My biggest rebellion is drinking wine," Heere said. "I'm a busy wife and mom. That's just how it is!"

Heere isn't shy about what she has created - a place for women to gather, laugh, drink wine and take a break from being responsible for everyone else. Housewife Rebellion plans to host Real Housewives watch parties and Moms' Day Out (*of Patience*) events, sports are intentionally off the menu.

And the wine is already earning attention. Housewife Rebellion's Pinot Grigio and Rebel Rosé both earned Gold at the 2025 People's Choice Wine Tasting Classic, the Largest Consumer-Judged Wine Tasting Competition in the Nation. Made with grapes from the Texas High Plains, the wines feature Heere's custom artwork on every label and will be in the People's Choice competition again this year.

Wine bottles are displayed in a vintage jewelry case while the bathrooms feature custom wallpaper inspired by Frida Kahlo and Georgia O'Keeffe, Art Nouveau vanities with gold swan faucets. Guests can settle in at hand-painted tables with charcuterie and sip wine flights served on custom-made artist's palettes. The tasting room will initially be open Thursdays through Sundays, giving visitors another distinctive stop along Grapevine's Urban Wine Trail.

The Grand Opening coincides with **GrapeFest, September 17, 18, 19 and 20**, when wine lovers from across Texas and beyond will gather in Grapevine for four days of wine tastings, competitions, live entertainment and festival fun.

###

