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Dee Lincoln partners with Cowboys on wine bar

Dallas Business Journal - by [Katherine Cromer Brock](#) Staff writer

Dee Lincoln and the Dallas Cowboys have teamed to create a high-end wine bar at the new Cowboys Stadium in Arlington.

Lincoln, the co-founder and vice president of Del Frisco's Double Eagle Steak House, came up with the idea, marrying her passion for wine with the opportunity presented by the \$1.15 billion stadium.

"I love wine. I have a great passion for wine," Lincoln said. "The stadium is the most spectacular state-of-the-art arena in the world. I've been fortunate to have relationships with the Jones family. I knew that they wanted something real unique and special."

Dee Lincoln's Tasting Room and Bubble Bar is scheduled to open Aug. 19, the night Paul McCartney performs at the venue.

The 1,000-square-foot tasting room will feature 48 wines, which patrons can buy by the ounce or by the glass, using a self-serve process. There will also be specialty cocktails, such as champagne, martinis and bellinis. The venue will be available to suite ticket holders and club members.

Lincoln said the tasting room is not affiliated with Del Frisco's. She has partnered with her brother, Ricky Comardelle, of New Orleans in this venue.

"If you're a wine lover, this will be the place to come," said Mike Rawlings, chairman and CEO of Legends Hospitality Management, the operator of the stadium, who said he has not seen anything like this tasting room in a sports venue. "There are high-end wines, but nothing like a tasting room."

Lincoln and Rawlings declined to give specifics about the terms of the partnership or the money invested.

Lincoln described the tasting room decor as including Italian leather, with chocolate browns and whites. The space will fit about 75-100 people, but she expects patrons to be moving through more than sitting.

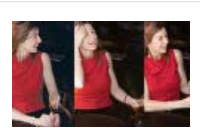
"Everything about it is see and be seen, moving and shaking," Lincoln said.

The new wine bar is a good fit for the stadium and for Lincoln's brand, said John Alper, vice president of Premier Partnerships' Dallas office, which works with sports marketing and sponsorship development.

A game is not a game anymore," Alper said. "It's an experience. It's entertainment. It's about taking in everything that's going on there."

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EXPECTATIONS: Dee Lincoln is opening a 1,000-square-foot wine bar at the new Cowboys Stadium.

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