

\$3,850,000 - 101 Durango, Johnson City

MLS® #1867547

\$3,850,000

Bedroom, Bathroom,
Commercial on 0.00 Acres

N/A, Johnson City, TX

290 Wine Castle Estate The Premier Wine & Hospitality Destination in the Heart of Texas Wine Country Situated along the vibrant 290 Wine Trail between Fredericksburg and Johnson City, this one-of-a-kind property is the crown jewel of the Texas Hill Country. Home to the iconic 290 Wine Castle, the stylish Bentley Hotel, and a fully functional wine barn, this turnkey destination blends luxury, character, and massive growth potential. Surrounded by picturesque vineyards and rolling hills, the estate attracts thousands of visitors annually. The property offers ample parking, ideal for large gatherings, weddings, and events. With its unique atmosphere, exceptional guest experience, and high-traffic location, this is a rare opportunity in one of Texas's most desirable tourism markets. **290 Wine Castle - A Landmark Destination** Modeled after the world-famous Castello di Amorosa in Napa Valley, the 290 Wine Castle is a dramatic three-story showpiece with prime Highway 290 frontage, just west of Johnson City. It features:

Grand drawbridge entrance and medieval-themed decor Fully operational tasting room with sit-around bar Commercial kitchen serving charcuterie and pizza Private turret rooms and turret seating Immersive dungeon space for intimate tastings or events Cigar lounge, smoking room, and multiple seating levels Expansive rooftop views, covered deck, and outdoor areas Thriving wine club with a loyal customer base Perfect venue for weddings, bachelorette parties, wine



tastings, and corporate events This established and thriving business offers character, charm, and a memorable guest experience. The Bentley Hotel - Boutique Luxury Meets Hill Country Charm Just steps from the castle, the Bentley Hotel delivers upscale accommodations with a modern Miami Beach vibe. Opened in 2022, it features: 12 individually themed guest rooms and 2 luxury suites Private, resort-style pool with cabana and lounge areas Sleek, contemporary interior design Ideal for wedding parties, wine weekends, and corporate retreats Fully walkable from the castle-perfect for overnight guests attending events The Bentley adds a boutique hospitality component that enhances the overall guest experience and extends their stay on-site. Wine Barn - Climate-Controlled Functionality A 1,575 sq ft Wine Barn supports operations with both utility and flexibility. Features include:

Climate-controlled and fully insulated Large roll-up door for easy deliveries Open layout with high ceilings for flexible use Covered porch area for staging or overflow Ideal for wine storage, production support, or event logistics This barn is an operational asset that blends seamlessly with the estate's Hill Country aesthetic. Expansion & Development Potential The remaining 10.61-acre estate offers multiple acres of land for future development, with unlimited potential to: Expand the Bentley Hotel or add guest villas Build AirBnB-style private cottages Establish or expand vineyards Add event spaces, tasting pavilions, or recreational areas

With its unique combination of amenities, iconic presence, and scalable infrastructure, this estate is primed for continued growth. Whether you're looking to expand a wine brand, launch a hospitality venture, or invest in a landmark Hill Country destination, the 290 Wine Castle Estate offers an unmatched blend of commerce, charm, and character.

Schedule your private tour today.

Built in 2019

Essential Information

MLS® #	1867547
Price	\$3,850,000
Acres	0.00
Year Built	2019
Type	Commercial
Sub-Type	Other: Motel/Hotel/MH Prk
Status	Active

Community Information

Address	101 Durango
Area	3100
Subdivision	N/A
City	Johnson City
County	Blanco
State	TX
Zip Code	78636

Amenities

Utilities	Electricity, Water, Septic
Parking Spaces	100

Interior

Heating	Central, Other
Cooling	Central, Three+ Central, Other
# of Stories	3.0
Stories	3

Exterior

Roof	Flat
Construction	Stone, Stucco, 4 Sides Masonry, Block
Foundation	Slab

School Information

District	Johnson City
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Additional Information

Date Listed	May 16th, 2025
Days on Market	169
Zoning	NONE

Listing Details

Listing Agent	Kristian Forks
Listing Office	Kuper Sotheby's Int'l Realty

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