WEEK 1: PAIRING PLOT TWIST | SOCIAL MEDIA TOOLKIT

August 31 – September 6

WHAT THIS WEEK IS ABOUT

California wine pairs with more than you might expect. Some of the most memorable combinations are the ones you never saw coming. This week, we're making wine feel more approachable by celebrating the snacks, takeout favorites, family dishes and creative combinations that show just how versatile California wine can be. Start with what you love, try something unexpected and share the pairing plot twist you'll recommend every chance you get.

MAKE IT YOUR OWN

Create content in your own voice using this week's theme as inspiration. The toolkit includes ready-to-use graphics, customizable assets, post ideas and more, but your own stories, photos, wines and experiences are what will make the conversation come to life.

Remember to tag @California.Wines on Instagram so we can follow along and reshare partner content throughout the month!

SOCIAL MEDIA INSPIRATION

A Simple Post Formula

1. Start with a familiar food, snack, takeout favorite.
2. Pair it with an unexpected California wine.
3. Share why the combination works or simply why you love it. One sentence is enough.
4. Ask your audience: "What's your most unexpected California wine pairing?"

A few easy places to start

- A pairing your winemaker or tasting room team loves
- A favorite snack, takeout order or weeknight meal
- Family recipes or nostalgic dishes
- A local restaurant or food partner
- A pairing connected to your region, culture or community

CAPTION STARTERS

- I tried _____ with _____ and now there's no going back.
- Hear me out: _____ + _____.
- The pairing you didn't see coming.
- Sounds surprising. Tastes completely right.
- A little curiosity tastes good.
- Great taste doesn't need a playbook.
- Go off script. Taste what happens.
- This pairing has no business being this good.
- Hot take: _____ + _____ deserves way more attention.
- What's the most unexpected thing you've paired with California wine?

INSTAGRAM STORY IDEAS

- Poll: Potato chips + sparkling 🥂 or fries + rosé 🌹 ?
- Poll: Takeout 🥡 or homemade 🍝? (Follow with your unexpected wine recommendation for each)
- Question sticker: What's your most unexpected wine pairing?
- Quiz: Which pairing would you try first?
- Slider: How adventurous are you with wine pairings? 🍷
- Share a surprising pairing from a California winery, chef or creator.
- Behind-the-scenes: Show the food + wine pairing coming together.