WEEK 1: PAIRING PLOT TWIST | MESSAGING

August 31 – September 6

THE IDEA

Food is already a big part of how people enjoy wine. Pairing Plot Twist makes that connection feel more approachable, personal and fun by moving away from the idea of one "perfect" pairing and inviting people to explore what tastes good to them.

CORE MESSAGE

California wine adds more flavor and possibility to the foods you already love. There's no single perfect match, so mix it up and taste what happens.

MESSAGES TO MAKE YOUR OWN

These are not meant to be used as a script. Borrow them, adapt them or use them as inspiration for tasting room signage, menus, email, social content and conversations with guests.

Start with what you love. Then pour from there.
Pizza, tacos, takeout, fried chicken or something straight off the grill. Your favorite foods are the perfect place to start exploring California wine.

Some combinations are classics. Others are waiting to happen.
The familiar can be delicious, but an unexpected wine can bring out something new in a dish you thought you already knew.

Let flavor lead.
Salty, spicy, smoky, crispy, creamy, sweet. Think about what you're craving, then find a California wine that adds something interesting to the mix.

The best match is the one you want another sip of.
You don't need to know the "right" answer. Try it, taste it and trust your own palate.

Everyday food deserves good wine, too.
California wine isn't only for reservations and celebrations. It can make a weeknight dinner, backyard barbecue, picnic or takeout night a little more delicious.

BRING THE MESSAGE TO LIFE

On a tasting menu

Plot Twist Pick: Try this Chardonnay with something salty, crispy or a little spicy.

On tasting room signage

Your favorite wine match might be the one you haven't tried yet. Ask us what we're eating with this bottle.

In an email

Pizza night? Taco Tuesday? Takeout on the couch? There's a California wine for that. This month, skip the rules and try a combination you wouldn't normally expect.

At an event

Instead of a traditional "food and wine pairing," consider language like Unexpected Matches, Plot Twist Picks, Try This With That, or What We're Pouring With…

On social

Tonight's assignment: start with your favorite food. Add California wine. Taste what happens.
(For more inspiration see the social media toolkit)

NOTE: KEEP IT CURIOUS, NOT CORRECTIVE.

Pairing Plot Twist isn't about saying traditional pairings are wrong. It's about expanding the possibilities and having fun.