WEEK 2: BEYOND THE TASTING ROOM | SOCIAL MEDIA TOOLKIT

September 7 - 13

WHAT THIS WEEK IS ABOUT

California wine is more than what's in the glass. From harvest celebrations and vineyard adventures to live music, food experiences and seasonal events, there are countless ways to experience wine country beyond a traditional tasting. This week, we're inviting people to discover the experiences that make California wine memorable — whether that means exploring a vineyard, enjoying a meal, catching a concert or simply finding a new reason to linger a little longer.

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. Showcase the experience.
2. Share why guests love it.
3. Tell followers what makes it special, unexpected or uniquely California.
4. Ask your audience: "What's your favorite California wine experience?"

A few easy places to start

- Harvest events or behind-the-scenes harvest moments
- Vineyard tours or scenic walks through the vines
- Live music, concerts or performances at the winery
- Food and wine experiences, from chef dinners to casual bites
- Outdoor adventures like hiking, biking or picnicking

CAPTION STARTERS

- Looking for a wine experience that's anything but ordinary?
- Wine is just the beginning…
- Come experience California wine in a whole new way.
- The tasting is only part of the story.
- There's more than one way to experience California wine.
- Consider this your invitation to stay awhile.
- From the vineyard to the table, there's always more to discover.
- Good wine. Great views. Even better memories.
- This is what wine country looks like beyond the tasting room.
- If you could plan your perfect California wine country day, what would it include?

INSTAGRAM STORY IDEAS

- Behind-the-scenes clips from an event, harvest or special experience
- Countdown sticker for an upcoming event, concert or seasonal celebration
- Question sticker: What's on your wine country bucket list?
- Poll: Vineyard tour 🍇 or wine-and-food experience 🍽️?
- Poll: Live music 🎶 or sunset views 🌅?
- Share a "day in the life" of an experience at your winery.
- This or That: Harvest season 🍇 or summer vineyard days 🌞?
- Share a favorite guest experience and ask followers what they'd want to try.
- Use a location sticker to highlight a favorite wine country destination or hidden spot.