WEEK 2: BEYOND THE TASTING ROOM | CANVA TEMPLATE LINKS

September 7 - 13

Click any of the links below to open a customizable Canva template. Swap in your own photos, add your logo, adjust the copy or put your own spin on the design. These are starting points, so we encourage you to make them feel like you. Need ideas for what to say? Head back to the tool kit for ready-to-use captions, prompts and inspiration for bringing each campaign theme to life.

Static Post 1 | "I WENT WINE TASTING AND DISCOVERED..." 🔗 GET CANVA TEMPLATE HERE

California's wine country offers an endless spectrum of experiences—from the adventurous and creative to the educational, relaxing, and social. Because each region is unique, the opportunities for discovery are equally diverse. At its heart, the most impactful wine country experiences are those that foster a meaningful, lasting connection between visitors and the people and places behind the wine. Visiting a winery can lead to discovering:

- Friendly farm animals
- A gondola ride
- Taking part in harvest
- A sculpture garden
- Tasting in a repurposed mine

ALT Iteration

Swap photos to show unexpected discoveries when wine tasting beyond the tasting room, and swap handwritten notes of what was discovered



INSTAGRAM STORY 1 | “I WENT WINE TASTING AND DISCOVERED...” 🔗 GET CANVA TEMPLATE HERE

Purpose

This is your opportunity to highlight what makes visiting your winery special. Ideas to highlight:

- Experiences like harvest tours, food pairings, live music, family-friendly happenings, etc.
- Interesting Architectural Details
- Historic elements that were preserved on site
- Characters who work on the grounds
- Surprise us!

ALT Iteration

Swap photos to show unexpected discoveries when wine tasting that take audiences beyond the tasting room, and swap handwritten notes of what was discovered

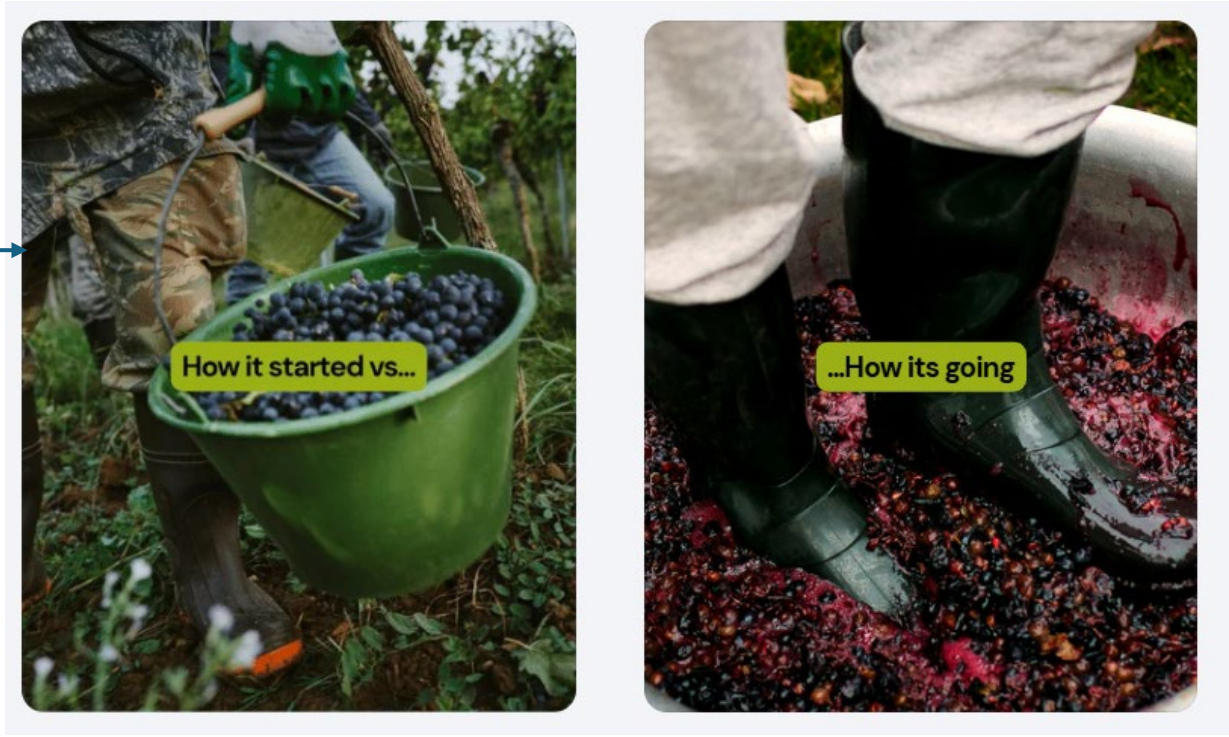


INSTAGRAM STATIC POST 2 | “HOW IT STARTED VS. HOW IT’S GOING” 🔗 GET CANVA TEMPLATE HERE

A behind-the-scenes look at how consumers arrived at that picture-perfect moment with their favorite glass of wine. It started at the break of dawn with harvesting shears in hand. It started on a late night in the barrel room with a wine thief. It started as a crazy dream and some farmland. The opportunity is to show the farmers, the craftspeople and the wild dreamers behind wine. A nod to an industry that works hard to bring us these moments of togetherness and joy.

Alt Iteration

Swap background images to tell the story of before vs. after, showing what it looks like to be in the industry.



INSTAGRAM STORY 2 | “HOW IT STARTED VS. HOW IT’S GOING” 🔗 GET CANVA TEMPLATE HERE

Purpose

This is a before-and-after moment that tells your winery’s unique story. And it doesn’t have to be limited to process:

- How it started: a couple with a dream. How it’s going: a family winery with a new generation at the helm.
- How it started: harvest. How it’s going: crush.
- How it started: the first block was planted 20 years ago. How it’s going: A thriving vineyard.
- How it started: a morning walk with the winery pup. How it’s going: she’s napping at the feet during a tasting.

Alt Iteration

Swap background images to tell the story of before vs. after, showing what it looks like to be in the industry



INSTAGRAM CAROUSEL | “WINE COUNTRY SIDE QUEST”

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Purpose

California wine country offers so many experiences and tastings are just part of the fun. From hot air balloon rides to farmstand visits, music, outdoor adventures and more. Add these extra stops as “side quests” to your next wine country visit for even more wine country fun.

- Local farmstand crawl
- Hot air balloons
- Drag brunch
- Floating down the Russian River
- Truffle hunting



