WEEK 2: BEYOND THE TASTING ROOM | MESSAGING

September 7 – 13

THE IDEA

Wine tasting may be what gets people through the door, but California wine country has much more to discover. Beyond the Tasting Room widens the lens to the people, places, process and unexpected experiences behind the wine, inviting visitors to explore wine country in a way that feels personal to them.

CORE MESSAGE

There's more than one way to wine country. Come for the wine, then follow your curiosity — into the vineyard, behind the scenes or wherever the day takes you.

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.

The tasting room is just the starting point.
Vineyard walks, harvest action, cellar peeks, live music, food, art, winery dogs. There's a lot to discover between pours.

Come for the wine. Leave with a story.
The moments people remember aren't always the ones they planned. Wine may bring you there, but the people, places and unexpected discoveries are often what stay with you.

Follow the side quest.
Farmstand. River float. Hot-air balloon. Local art. California wine country rewards a little wandering.

Every glass has a backstory.
The pour is the payoff. Before that came the vineyard, the harvest, the cellar and a whole lot of work. Seeing how it all comes together makes what's in the glass mean more.

Make wine country your kind of day.
Food lover, history buff, outdoor adventurer, music fan or professional lingerer. Start with what you love and explore from there.

BRING THE MESSAGE TO LIFE

On a tasting menu

Beyond the Flight: The wine is in the glass. The rest of the story is all around you. Ask us where to find it.

On tasting room signage

You came for the wine. What will you discover next? Ask us what else is happening here.

In an email

Your next visit doesn't need a packed itinerary. Start with a tasting, then see what else catches your interest: a walk through the vines, live music, local food or something you didn't expect to find.

At an event

Consider language like Beyond the Flight, Wine Country Side Quest, Behind the Bottle, Harvest Up Close or Stay Awhile.

On social

POV: You went wine tasting and discovered _____.

(For more inspiration see the social media toolkit)

NOTE: KEEP IT EXPANSIVE, NOT DISMISSIVE.

This theme expands the ways people can experience and connect with California wine.