WEEK 3: WINE, YOUR WAY

September 14 - 20

WHAT THIS WEEK IS ABOUT

Sometimes the best wine moments happen when you forget the rules. Chill your reds. Pour sparkling on a Tuesday. Pair seafood with red wine. Drink from your favorite glass — or whatever's clean. This week, we're celebrating the freedom to enjoy California wine your way, encouraging curiosity, experimentation and the personal preferences that make every wine experience unique.

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. Share your wine "rule" or convention.
2. Explain why you love breaking it.
3. Show the wine, food, setting or ritual that makes it work for you.
4. Ask your audience: "What's your favorite wine rule to break?"

A few easy places to start

- Chilling a red wine
- Opening sparkling wine any day of the week
- Pairing red wine with seafood
- Serving a wine in an unconventional glass
- Drinking a favorite wine with an unexpected food
- Enjoying rosé beyond summer
- Choosing wine based on what you like, not what you "should" like
- Sharing your favorite wine myth and your take on it

WINE INSTITUTE

CALIFORNIA WINES

- Your most unconventional wine habit
- A winemaker or tasting room team member's personal "wine rule" to break
- Showing how you actually enjoy wine at home

CAPTION STARTERS

- Our favorite wine "rule" to break? Easy…
- We're all about pouring outside the lines.
- Who says there are rules?
- Chill it. Pour it. Enjoy it. Your way.
- Consider this your permission to break the wine rules.
- The best wine rule? Drink what you love.
- Here's our hot take: wine doesn't have to be complicated.
- Some rules are meant to be broken. Especially this one.
- Our unconventional wine habit?

INSTAGRAM STORY IDEAS

- Poll: Chill your reds? Yes 🍷 / Always 🍷
- Question sticker: What's your hottest wine take?
- This or That: Fancy glasses 🍷 or whatever's clean? 😉
- Poll: Sparkling on a weekday? Absolutely 🥂 / Save it for the weekend
- Quiz: Which wine "rule" would you break?
- Slider: How much do you like to pour outside the lines?
- Share a favorite wine myth and reveal your take on it.
- Ask your winemaker or tasting room team to share their favorite wine rule to break.
- Show two unexpected wine-and-food combinations and let followers vote on which they'd try.
- "Confession time": Share an unconventional wine habit and invite followers to share theirs.

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