WEEK 3: BEYOND THE TASTING ROOM | CANVA TEMPLATE LINKS

September 14 - 20

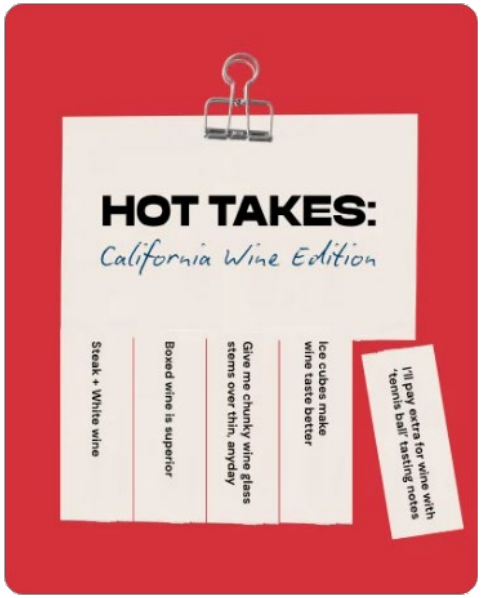
Click any of the links below to open a customizable Canva template. Swap in your own photos, add your logo, adjust the copy or put your own spin on the design. These are starting points, so we encourage you to make them feel like you. Need ideas for what to say? Head back to the tool kit for ready-to-use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

Static Post 1 | HOTTEST TAKES 🔗 GET CANVA TEMPLATE HERE

Wine is personal, and that's part of the fun. There are countless ways to enjoy California wine, from the old traditions to the new. In fact, some might sound downright provocative. We've put together some hot takes on wine but feel free to put your spin on it.

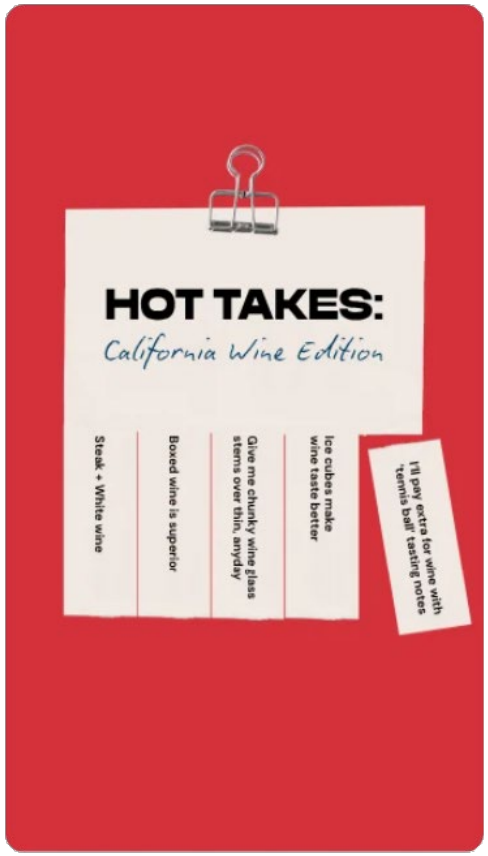
ALT Iteration

Swap background color/image for visual variety, and swap text on each tab to feature different and unique wine hot takes that break the rules and start conversations





INSTAGRAM STORY 1 | HOTTEST TAKES 🔗 GET CANVA TEMPLATE HERE



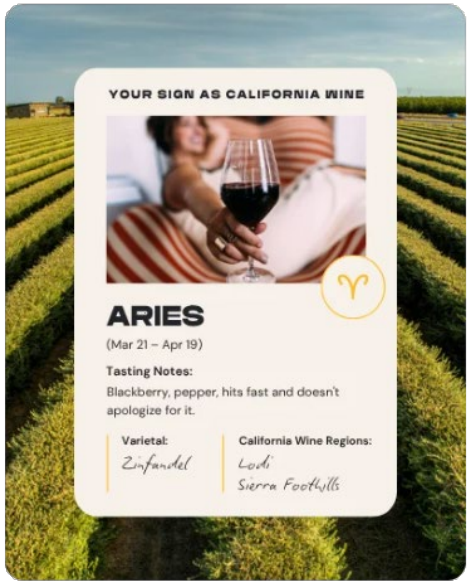


INSTAGRAM STATIC POST 2 | YOUR SIGN AS CA WINE 🔗 GET CANVA TEMPLATE HERE

Just like wine, astrology speaks to each person uniquely. Combining classic tasting notes of California wines with classic traits assigned to zodiac signs is another fun way to make wine personal to your audiences.

Alt Iteration

Swap background image for appellation, and card image for the wine. Swap zodiac signs, varietals, appellations, and tasting notes to highlight wines and connect them to zodiac personality traits.





INSTAGRAM STORY 2 | YOUR SIGN AS CA WINE 🔗 GET CANVA TEMPLATE HERE

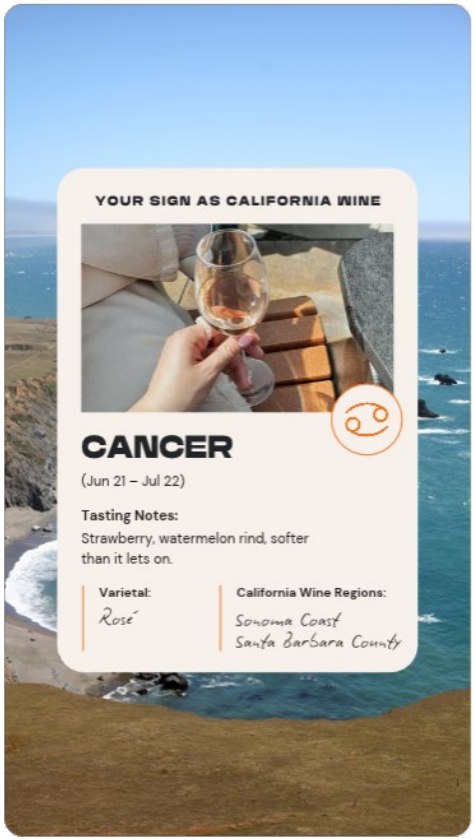
Purpose

A shareable post that pairs your zodiac sign with your wine. These posts can have the images swapped out, the wines, the zodiac signs and tasting notes. Making them highly customizable for different wines and wineries.

Alt Iteration

Swap background image for appellation, and card image for the wine. Swap zodiac signs, varietals, appellations, and tasting notes to highlight wines and connect them to zodiac personality traits.





INSTAGRAM CAROUSEL | CHOOSE YOUR ADVENTURE 🔗 GET CANVA TEMPLATE HERE

Purpose

Sometimes your perfect match just comes down to vibes. By connecting different wine varietals to emojis we show how each creates a unique experience and invite users on a playful journey to discover their personality through wine. Swap out emojis and wines to match different vibes and highlight different California varietals.

