WEEK 3: WINE, YOUR WAY | MESSAGING

September 14 – 20

THE IDEA

Wine can come with a lot of language, rituals and opinions about the "right" way to enjoy it. Wine, Your Way takes the pressure off. It invites people to start with what they like, stay curious and discover California wine on their own terms.

CORE MESSAGE

There's no need to overthink it. The best way to enjoy California wine is the way you like it.

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.

Your palate gets the final vote.
Advice can point you somewhere interesting. Tradition can give you a place to start. But if you like what's in your glass, that's the part that matters.

Curiosity beats credentials.
You don't need the perfect vocabulary to enjoy wine. Notice what you like, ask what you want to know and keep exploring from there.

Start anywhere.
By grape. By region. By mood. By meal. By a recommendation from someone you trust. There isn't one right way into California wine.

You're allowed to just like it.
You don't need a reason, a rating or the right words. Sometimes "this is delicious" says enough.

Leave room to change your mind.
Love a classic. Try something new. Circle back to something you once passed on. Taste changes, and discovery gets more interesting when you let it.

BRING THE MESSAGE TO LIFE

On a tasting menu

Find Your Pour: Tell us what you like, what you're curious about or what you usually reach for. We'll help you explore from there.

On tasting room signage

No wine quiz at the door. Tell us what you like. We'll pour from there.

In an email

Maybe you know your favorite varietal. Maybe you choose by mood, meal or a recommendation from someone you trust. There's no single way into wine. Start with what sounds good and make the glass your own.

At an event

Consider language like Find Your Pour, Trust Your Taste, Choose Your Own Flight, California Wine Hot Takes or Wine, Your Way.

On social

Wine hot take: _____.

(For more inspiration see the social media toolkit)

NOTE: KEEP IT PERSONAL, NOT ANTI-EXPERTISE.

Wine, Your Way isn't about dismissing tradition, education or the craft behind wine. It's about making room for personal taste and helping people feel comfortable exploring.