WEEK 4: THE LITTLE MOMENTS POUR DIFFERENTLY | CANVA TEMPLATE LINKS

September 21 - 30

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.

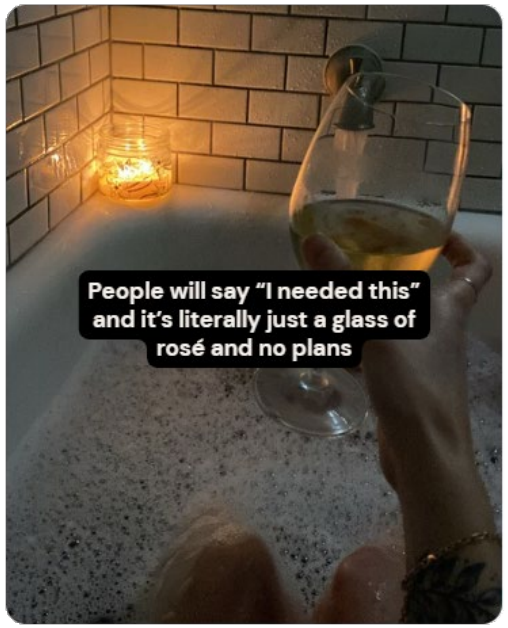
Static Post 1 | I NEEDED THIS... 🔗 GET CANVA TEMPLATE HERE

California wine brings joy to the everyday moments. Sometimes the best pours happen in the small, everyday moments —Taco Tuesday, book club, porch hangs, a post-hike wind-down, or a quiet night in. California wine fits naturally into the rituals, little wins and simple pleasures that make everyday life more joyful.

ALT Iteration

Swap text after "People will say "I needed this" and it's literally just...." and swap background image to relate to the text



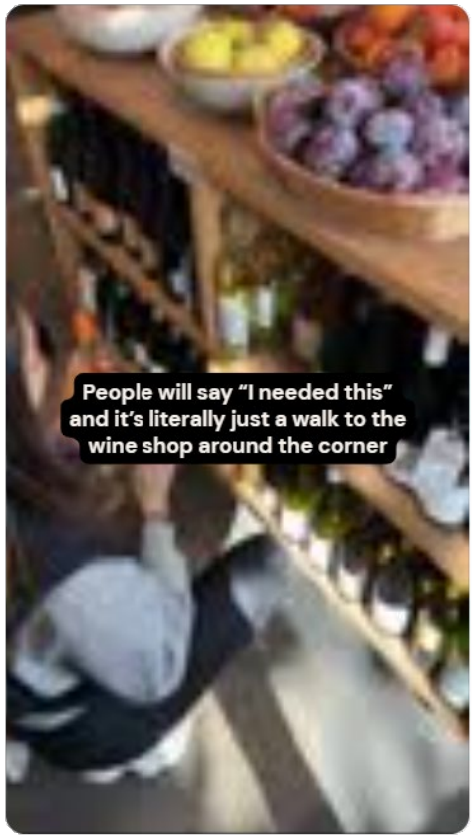


INSTAGRAM STORY 1 | HOTTEST TAKES 🔗 GET CANVA TEMPLATE HERE

Purpose It's the little things that make us truly happy. And more often than not, California wine is there in these moments. People will say "I needed this" and it's literally just:

- A glass of rose and no plans
- Getting a bottle for the table
- A walk to the wine shop around the corner
- A local glass and petting a winery dog
- A bottle of California wine on the back porch
- A good conversation with a glass of Chard





Alt Iteration

Swap text after "People will say "I needed this" and it's literally just...." and swap background image or video to relate to the text

INSTAGRAM STATIC POST 2 | LITTLE MOMENTS THAT CALL FOR WINE 🔗 GET CANVA TEMPLATE HERE

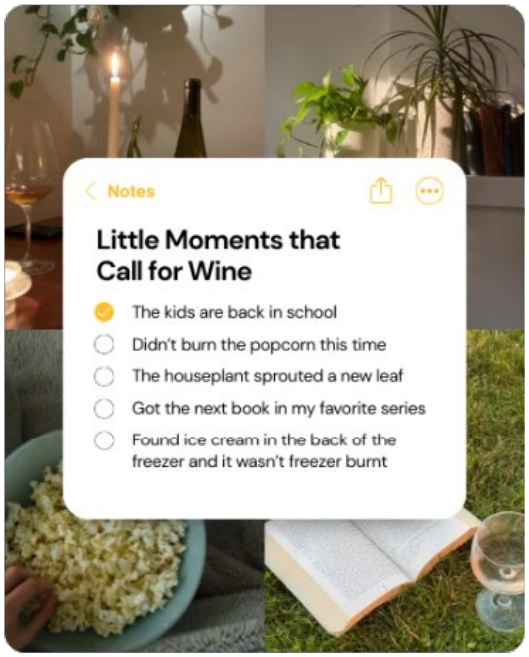
Purpose

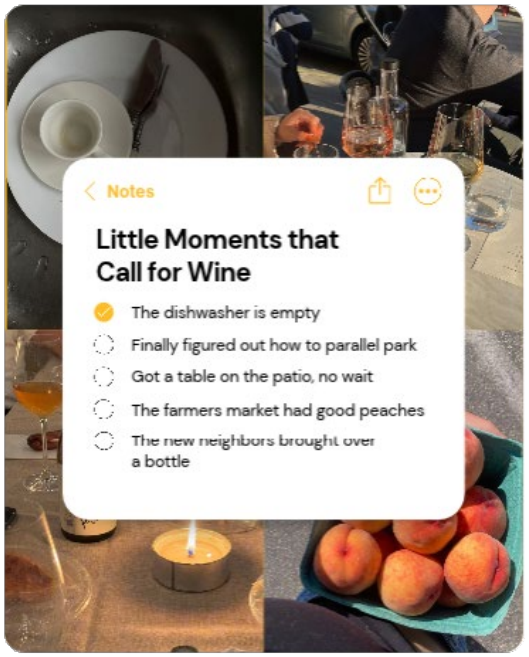
Not every wine moment needs to be a major celebration. This is about celebrating the little wins with a little wine.

- The kids are back in school
- I didn't burn the popcorn this time
- The houseplant just sprouted a new leaf
- Just got the next book in my favorite series
- I found the ice cream I hid in the back of the freezer
- The dishwasher is empty

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.



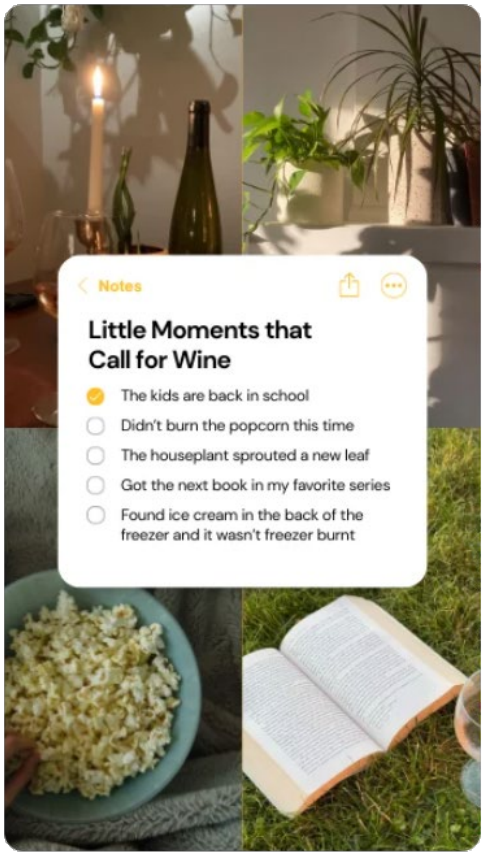


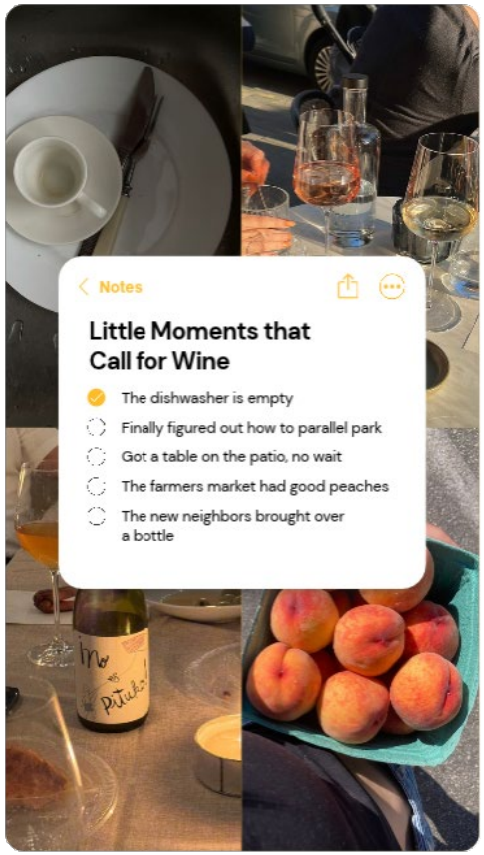
INSTAGRAM STORY 2 | LITTLE MOMENTS THAT CALL FOR WINE 🔗 GET CANVA TEMPLATE HERE

Purpose

Not every wine moment needs to be a major celebration. This is about celebrating the little wins with a little wine.

- The dishwasher is empty
- Finally figured out how to parallel park
- Got a table on the patio, no wait
- The farmers market had good peaches
- The new neighbors brought over a good bottle





Alt Iteration

Swap out list items and background images to relate back to list items

INSTAGRAM CAROUSEL | MEME MOMENTS 🔗 GET CANVA TEMPLATE HERE

Purpose

An irreverent take on the little moments that pour differently using classic meme imagery. Use the images provided on the next slide or swap in your favorite meme. The copy can also be edited above each meme to be tailored to specific moments, wines or winery callouts.





