WEEK 4: THE LITTLE MOMENTS POUR DIFFERENTLY

September 21 - 27

WHAT THIS WEEK IS ABOUT

California wine has a way of making everyday moments feel a little more memorable. Like a beach or lake day, a hike with a view, a backyard gathering, a concert under the stars or a quiet afternoon at a local hidden gem. Wine can be part of the moments we look forward to and the ones we never planned. This week, we're showing where California wine fits into the adventures, celebrations and little moments that make life worth savoring.

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 the location or moment.
2. Tell the story behind it.
3. Show how California wine fits into the experience.
4. Ask your audience: "Where's your favorite place to enjoy California wine?"

A few easy places to start

- A beach or lake day
- Camping, hiking or an outdoor adventure
- A backyard gathering with friends and family
- A concert, festival or outdoor event
- Harvest views and seasonal vineyard scenery
- A favorite local hidden gem
- A picnic with a bottle of California wine

- A sunset, scenic overlook or favorite view
- A spontaneous weekend adventure
- A simple weeknight moment worth celebrating

CAPTION STARTERS

- One of our favorite places to enjoy California wine isn't where you'd expect…
- The best views are even better with California wine.
- Here's where we'd pour outside the lines…
- Some moments call for a great view and a good pour.
- California wine belongs wherever the good times are.
- Not every wine moment happens at a table.
- The little moments pour differently.
- Our favorite pairing? California wine + this view.
- Proof that the best wine moments can happen anywhere.
- Where would you take a bottle of California wine?
- Where's your favorite place to enjoy California wine?

INSTAGRAM STORY IDEAS

- Question sticker: Where are you sipping today?
- Poll: Beach 🌊 or Mountains 🌰?
- Share your view and invite followers to share theirs.
- Poll: Backyard gathering 🏡 or outdoor adventure 🥾?
- This or That: Sunset views 🌅 or vineyard views 🍇?
- Share a favorite local hidden gem and ask followers about theirs.
- "Take us with you": Share a photo or video from your favorite California wine moment.
- Question sticker: What's the perfect setting for your next glass of California wine?

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