WEEK 4: THE LITTLE MOMENTS POUR DIFFERENTLY | MESSAGING

September 21 – 30

THE IDEA

Wine is often framed around celebrations and special occasions, but some of the most relatable wine moments are much smaller: dinner at home, a catch-up with friends, book club or a porch hang. The Little Moments Pour Differently puts the focus on those familiar, low-key occasions and the way California wine can naturally fit into them.

CORE MESSAGE

The little moments pour differently. California wine brings a little more joy to the everyday moments.

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.

Good doesn't have to be grand.
Takeout. A good playlist. A friend stopping by. California wine fits right into the moments that don't need much of a plan.

Wine is good at sharing the spotlight.
Good food. Good people. A playlist doing its job. Wine doesn't have to compete with the moment. It can make the whole thing better.

Use the good glasses on a Wednesday.
Not because it's a special occasion. Because everyday things can be worth a little attention, too.

Some occasions don't need a name.
No birthday. No reservation. No big announcement. Sometimes wanting to open a bottle is reason enough.

This moment counts.
The sun's still out. Everyone's finally in the same place. The conversation gets good. Sometimes opening a bottle is simply a way of noticing what's already happening.

BRING THE MESSAGE TO LIFE

On a tasting menu

Everyday Pour: The kind of bottle we'd happily open for takeout, a weeknight dinner or whoever happens to stop by.

On tasting room signage

No milestone required. Ask us what we're pouring for weeknight dinner, takeout or a casual get-together.

In an email

Not every bottle needs a reservation or a big occasion. Sometimes it's takeout, dinner at home or friends who stayed longer than planned. Here's what we're pouring for the moments that don't need much of a plan.

At an event

Consider language like The Everyday Table, No Occasion Necessary, Weeknight Pour, Dinner Without a Dress Code, Open This Tonight or Little Moments.

On social

Little moment that pours differently: _____.

(For more inspiration see the social media toolkit)

NOTE: KEEP IT GROUNDED, NOT ESCAPIST.

Keep the focus on food, connection and simple enjoyment rather than positioning wine as a way to cope with stress or as a reward for getting through a hard day.