



Gather, Share & Celebrate

Activating Ideas *Come Over October* and *Share & Pair Sundays*

INTENDED FOR TRADE



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Overview

This guide offers simple, creative ways to bring Come Over October and Share & Pair Sundays to life across wineries, retailers, influencers, and trade groups. From eye-catching displays and strategic pricing to engaging social content and regional events, activation is easy and impactful. Whether through storytelling, promotions, or partnerships, this compendium provides clear, flexible strategies to make the campaign a success—no matter the platform or scale.



CASE STUDY

Jackson Family Wines

Overview: Jackson Family Wines, a Founding Patron of COO, encouraged people to gather and celebrate wine's cultural benefits through promotions and digital marketing.

Objectives: Showcase JFW's leadership in COO to wine trade media, drive tasting room traffic, expand consumer reach, boost social media buzz, and highlight "Free like it used to be" – Barbara Banke.

The Program: ran from October 1-31

- 1-Day Activations + Monthly Ongoing Offers: Kendall-Jackson, La Crema, Freemark Abbey
- Monthly Ongoing Offers: Kendall-Jackson, La Crema, Matanzas Creek, Siduri, Copain, Cambria, Stonestreet, Gran Moraine, Hartford



RESULTS



\$78,251.49 in wine sales



65 wine club sign-ups



1,116 appointments



2,935 customer estate visits



2 of 3 sold out events



26 influencer partnerships



1,753 landing page website visits



Over 3M impressions across radio and digital promotions

Feedback

"Many consumers mentioned they heard about our COO offerings on the radio and social."

"Beautiful place, tasty wines, nice experience!"

"It was a great experience. Hosts were very friendly and enjoyed the garden and grounds."

Key Takeaways


- Events and tastings attracted a new local audience.
- Retargeting this audience will drive future revenue opportunities.
- Radio & digital media boosted awareness with key local communities.

Wineries

NYSA Vineyard (Dundee Hills, OR)

“To celebrate, we are offering special vertical packages on our website and will be hosting our “Library Weekend” at the winery October 26th and 27th.”


HomeWinesMembershipAbout UsVisit UsContact Us



DATE

Oct 26 - 27 2024

Expired!



TIME

All Day


“Come Over October” Vertical Tasting


You are invited to “Come Over” to the winery the last weekend in October as we offer a special flight that will include a vertical tasting of our “gracefully-aged” Pinot Noirs from the 2005 vintage to 2007. These wines are absolutely beautiful right now and this is a rare opportunity to taste these wines side-by-side. Wow, what a treat!

Make your reservation here

Gary Farrell (Healdsburg, CA)

This Sonoma County winery took to social media to remind people to connect and gather even beyond October, encouraging followers to tag someone with whom they want to enjoy a glass of wine.






garyfarrellwinery and comeoveroctober

Sonoma County

...




garyfarrellwinery @ComeOverOctober reminds us that wine is social—it's there for family celebrations, romantic moments, and the gatherings that bring us all closer together. 🍷❤️

October may be coming to an end but the holidays are the perfect opportunity to keep up the in-person connection. Tag someone you want to enjoy some quality time over a glass of wine with!

#comeoveroctober #wineissocial #wineissharing #pinotnoir #chardonnay #russianrivervalley #rrvwinegrowers #russianriverwine #sonomacounty #sonomacountywine #qualitywine #qualitytime

15w



shae_li @rebeccaekin 🍷🍷

15w 2 likes Reply

♡

5

Wineries



Domaine Divio
(Newberg, OR)

This Oregon winery ideated three ways to participate: 2 for 1 tastings for non-club members, 30% off select large formats and a social media giveaway encouraging followers to gather and share with the #comeoveroctober hashtag.



Naidu Wines
(Sonoma, CA)

This Indian-owned winery creatively blended Diwali and COO celebrations with a paneer and wine pairing event.



Eleven Eleven Wines
(Napa, CA)

For guests who couldn't visit the tasting room, this winery offered a Come Over October inspired gift pack, including three wines, a selection of dark chocolates and a branded wine key.



Share & Pair
Sundays

Wineries



Famici Wine Cellars (Caldwell, ID)

"We are connecting with our wine club members and friends to share their favorite recipes and pairings to make a Famici Cook book. We're asking for submissions now and we will set a pairing for each of the Sundays to promote on social media. We will have the recipe cards printed to give out in the tasting room."

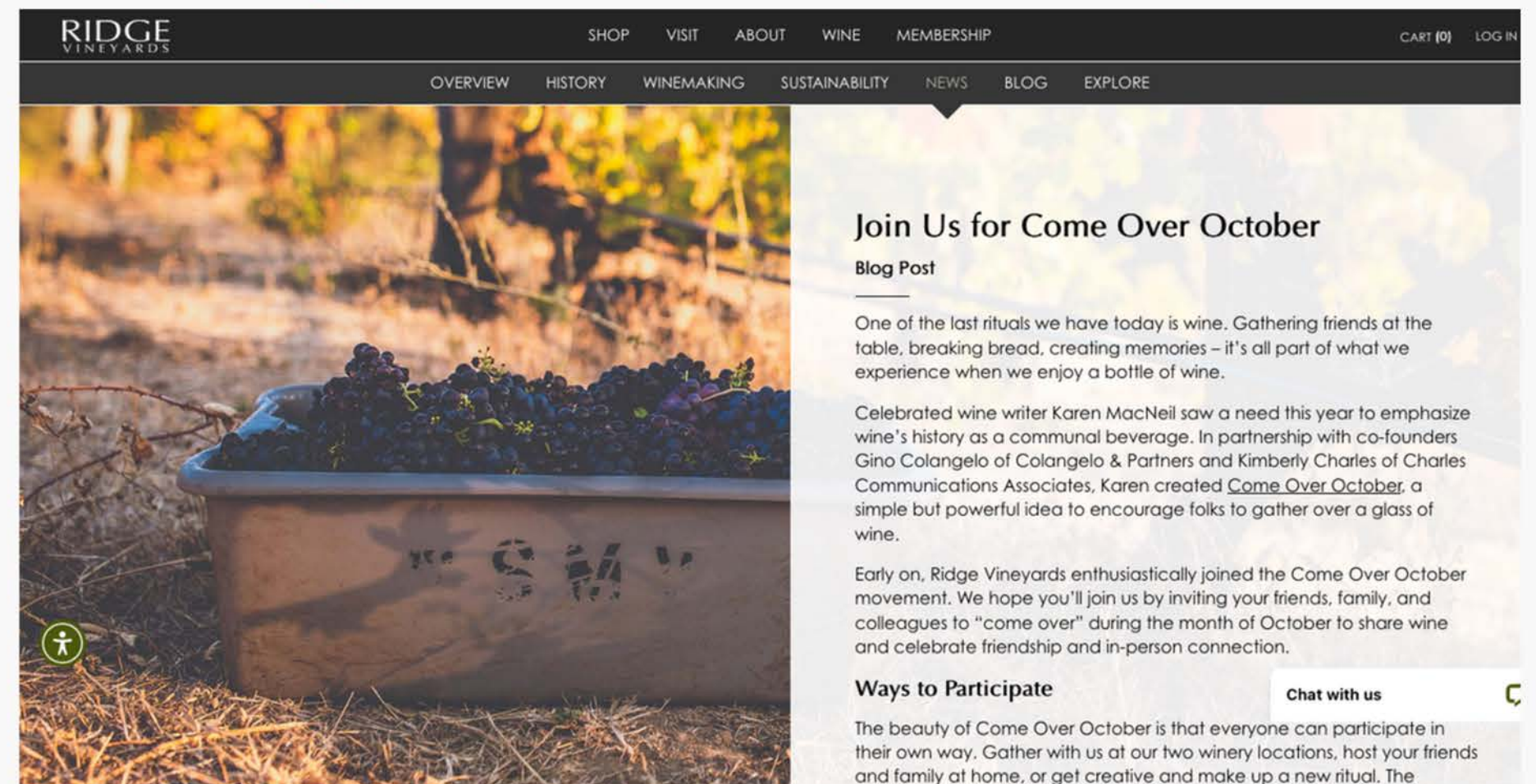


RIDGE Vineyards (Healdsburg, CA)

"Each year, we curate a Holiday Pairing Feast, featuring recipes that complement our wines. Our 2024 feast featured recipes and ingredients from local purveyors like the Monterey Fish Market, Cypress Grove, Laura Chenel, and Fatted Calf.

The theme was such a success that we're extending it into our Share & Pair Campaign. We'll reach out to restaurant partners across the nation, prioritizing diverse cuisines or recipes popular during seasonal celebrations/gatherings, to build our Food Pairing library, which can be filtered by wine, dish, and occasion."

In addition, RIDGE included printed COO collateral in their fall club shipment, posted extensively on their blog and hosted a social media giveaway.



Wineries



Chateau Chantal (Travers City, MI)

This Michigan winery got creative with their social media, recreating the infamous opening credits of the TV show *Friends* in their vineyard. They used this reel to remind people to join them for their planned October events, including a harvest festival and weekly wine dinners..



Whiny Baby (CA)

Whiny Baby, known for its popularity with Gen Z consumers, amplified the campaign's message on social media with a reel depicting a casual apartment hangout amongst young friends.

Tomorrow Cellars (CA)

Highlighting the inclusivity of the COO campaign, Tomorrow Cellars (a non-alcoholic wine brand) prominently featured Come Over October in their October marketing. "With friendships and community firmly in the center of happiness we both prioritize gathering with friends and family around the table."



Influencers



Chelsea Davis
(@cheycheyfromthebay)

Chelsea collaborated with La Crema Wines to share content from their fall festival and provided exclusive discount codes, all aimed at encouraging participation in COO.



Casleah Herwaldt
(@casleah)

Casleah hosted a New Zealand-inspired event in her home, inviting friends over to enjoy a selection of her favorite NZ wines and treats together.



Paige Comrie
(@winewithpaige)

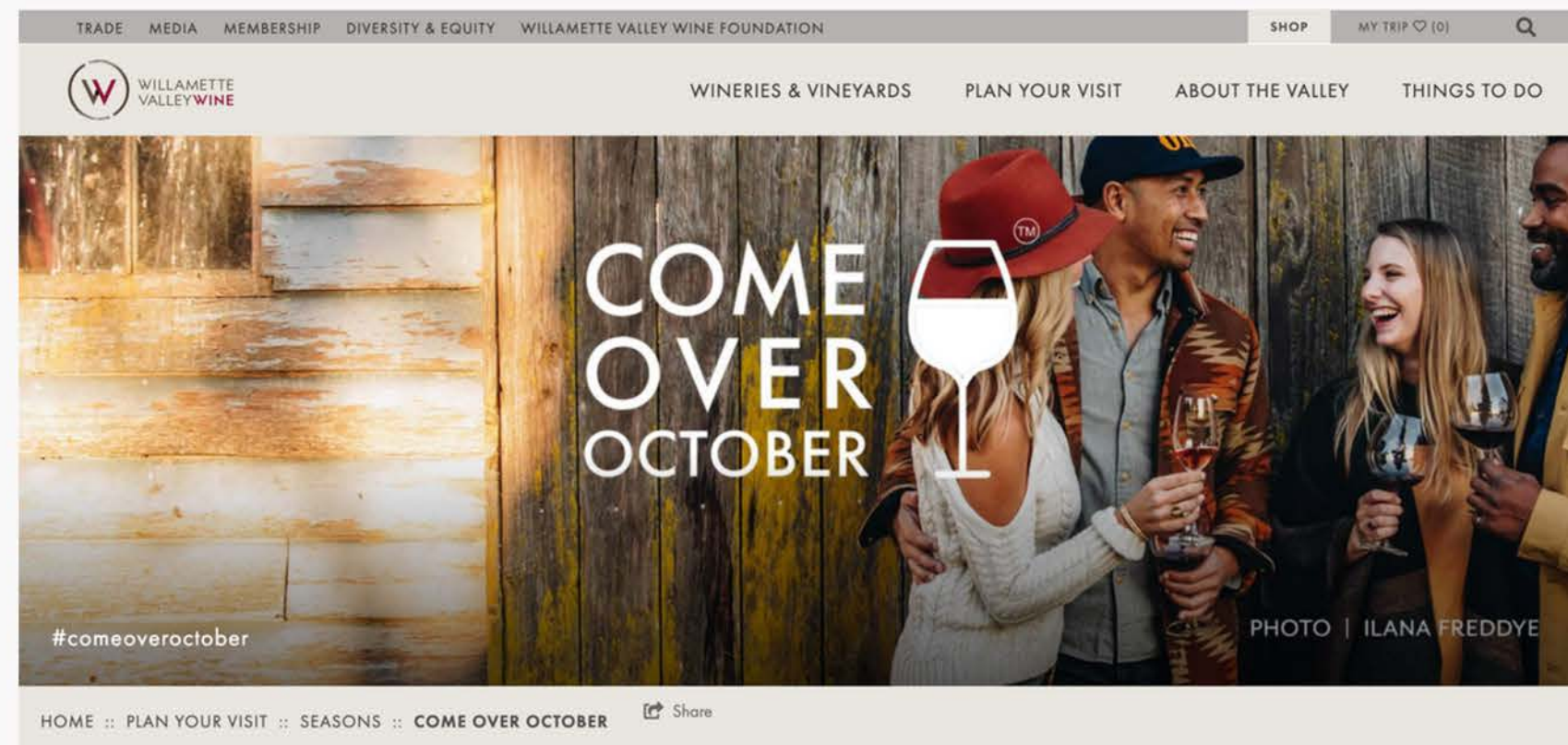
Paige partnered with Clif Family Wines to highlight their organic vineyards and certified B-Corp status, inviting followers to visit their family tasting room in October for curated wine and food pairings.



Regional Trade Groups

Williamette Valley Wine Association

This association promoted COO on their website, inspiring visitors with the mission of the campaign and listing events dedicated to this initiative on a digital calendar.



Wines of South Africa

"Ready to join? Invite friends and family, and let the spirit of togetherness flow. With wine or non-alcoholic options, immerse yourself in the moment, enjoying great company and the rich flavours of South African wine. Tag us and the [@comeoveroctober](https://www.instagram.com/comeoveroctober) account. Let's share your wine celebration with the world!"



Regional Trade Groups

Texas Hill County Wineries

Major Texas regional organizations aligned their existing October Wine Month with the broader campaign. Rebranding it Come On Over Y'all, they successfully integrated COO's messaging into their annual promotional efforts, demonstrating how local adaptations could reinforce the campaign's overarching theme while preserving regional identity.



Chianti Classico

This infamous Italian wine region cobranded their centennial celebration with COO assets, sharing the campaign's message across social media.

Regional Trade Groups

Washington Wine

This trade group posted on social media with messaging that was simple and accessible: gather for pizza and wine.



Winegrowers of Dry Creek Valley

This Sonoma County trade organization gathered female icons to connect and share stories over a glass of wine.



Retailers

Total Wines & More

Total Wine demonstrated its commitment to our positive message by providing Benefactor-level support for the Come Over October campaign in over 270 stores nationwide. This partnership played a crucial role in amplifying diverse voices within the wine world and was on display both in-store and online. Customers were able to explore a selection of Come Over October wines at their local Total Wine, where these offerings are featured both on shelves and in aisles.



Retailers

Kroger's



Constellation Brands, a patron sponsor, launched a highly effective Come Over October campaign to drive sales at Kroger supermarkets. According to John Beese, Director of Strategic Accounts at Constellation, the 600 participating stores significantly outperformed those that did not take part. The campaign achieved over 80% execution levels on featured items and strategically aligned with key seasonal occasions, including fall gatherings, Halloween, and the lead-up to winter holidays. Constellation’s pricing initiatives helped counter price increases from the previous year, ensuring competitiveness. Additionally, participating brands benefited from in-store media support, including radio segments featuring Karen MacNeil and other targeted marketing tactics, further amplifying the campaign’s success.

Promoted Items - Total Kroger	Change	Promoted Items - COO Stores Only	Change	Variance
Kim Crawford Sauvignon Blanc 750 ml	13.40%	Kim Crawford Sauvignon Blanc 750 ml	18.90%	+5.50%
Meiomi Pinot Noir 750 ml	-1.77%	Meiomi Pinot Noir 750 ml	4.50%	+6.27%
The Prisoner Red Blend 750 ml	-3.42%	The Prisoner Red Blend 750 ml	7.30%	+10.72%

Retailers



Benchmark Wine Group

"I'm excited to share some highlights from our "Come Over October" campaign, which delivered exceptional engagement and generated over \$11K in sales across four campaigns. Our open and click-through rates surpassed expectations, averaging over 34%, reflecting the strength of our efforts and the impact of our branding collaboration with Karen MacNeil. This success underscores the effectiveness of our strategy and the synergy between our teams. Thank you for your continued support—we look forward to making Share & Pair Sundays just as compelling as Come Over October."

*- Jen Saxby
Senior Sales & Marketing Manager*



BENCHMARK
WINE & SPIRITS

Resource Page



Share & Pair
Sundays

[RIDGE Vineyards Come Over
October Blog Post](#)

[More Info on Texas Wines'
"Come On Over Y'All"
Campaign](#)

[Tomorrow Cellars Come Over
October Blog Post](#)

[Iola Wines Blog Post: Easy
Ways to Participate in Come
Over October](#)

[Come Over October
Entertaining Ideas from Wine
Wandering Substack](#)

[Come Over October Website](#)

[Share & Pair Sundays
Website](#)

[Come Together Website](#)

CONTACT US

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Thank you!