



Promotional Blueprint for Come Over October – Texas

What is Come Over October?

Created by wine journalist Karen MacNeil – and public relations and communications veterans Gino Colangelo and Kimberly Noelle Charles DipWSET – Come Over October (a campaign under the trio's mission-driven company, Come Together – A Community for Wine Inc) encourages friends, family and colleagues to “come over” during the month of October to share wine and celebrate friendship and in person connection. The mission is to encourage people to invite family and friends, new and old, to come together during the month of October to share some wine and friendship. We believe that through the simple act of sharing wine, we share other things that matter— generosity, caring, and a belief that being together is an essential part of human happiness.

- **Come Over October Website** – <https://www.comeoveroctober.com/>

Come on Over Y'all

Texas is in full support of this campaign and has come together for Come Over October! Spearheaded by TDA's Uncork Texas Wines, the Texas “Come On Over Y'all” initiative is supported by Texas Wine & Grape Growers Association, Texas Hill Country Wineries, Texas Wine Growers, Texas Fine Wine and more Texas wine associations. The collective group and it's wineries and vineyards will promote the Come Over October campaign as part of Texas Wine Month and celebrate the role of wine in community, culture and lifestyle.

- **Come On Over Y'all website** - <https://uncorktexaswines.com/resources/>
- **Submit your events to Uncork Texas Wines to be shared on the Come On Over Y'all calendar via [THIS FORM](#).**

Social Media Blueprint

Suggested Dates to Post: Now through October 31

- **Posts:**


- Come On Over, Y'all! October is a fantastic month to celebrate moments with friends, family and Texas wine. Embrace the sights, sounds and sips of the Lone Star State and Come on Over. #ComeOverOctober #ComeOverOctoberYall #TexasWine
- This October, it's all about Texas hospitality, y'all! Wineries across the Lone Star State are opening their doors and pouring their hearts into every glass. Grap your friends, plan a visit, and experience the flavors of Texas wine country. Come On Over, Y'all! #ComeOverOctober #ComeOnOverYall #TexasWine
- Texas knows how to gather, celebrate and raise a glass! This October, wineries across the state invite you to sip, savor and share in the spirit of community. Come On Over, Y'all – the wine (and good times) are waiting. #ComeOverOctober #ComeOnOverYall #TexasWine
- From the Hill Country to the High Plains and North Texas to the Gulf Coast, Texas wineries are calling your name! Whether it's a quick day trip or a weekend getaway, there's no better time to explore Texas wine than during Come Over October. Come On Over, Y'all – adventure and flavor await! #ComeOverOctober #ComeOnOverYall #TexasWine
- Texas wine. Texas friends. Texas hospitality. Come Over October is here – so Come On Over, Y'all! #ComeOverOctober #ComeOnOverYall #TexasWine

- Tag & Collaborate

- Tag your state & local winery association(s), Uncork Texas Wine and Come Over October on your posts and stories, collaborate with them on posts.
 - Come Over October
 - Facebook – <https://www.facebook.com/ComeOverOctober>
 - Instagram – <https://www.instagram.com/comeoveroctober/>
 - Uncork Texas Wine
 - Facebook – <https://www.facebook.com/UncorkTexasWines>
 - Instagram – <https://www.instagram.com/uncorktexaswines/>
 - Texas Wine & Grape Growers Association
 - Facebook – <https://www.facebook.com/twgga>
 - Instagram – https://www.instagram.com/texas_wine/
 - Texas Fine Wine
 - Facebook – <https://www.facebook.com/texasfinewine>
 - Instagram – <https://www.instagram.com/texasfinewine/>
 - Texas Hill Country Wineries
 - Facebook – <https://www.facebook.com/TexasHillCountryWineries>
 - Instagram – <https://www.instagram.com/texashillcountrywine/>
 - Texas Wine Growers
 - Facebook – <https://www.facebook.com/texaswinegrowers>
 - Instagram – <https://www.instagram.com/txwinegrowers/>
 - North Texas Wine Country
 - Facebook – <https://www.facebook.com/NorthTexasWineCountry>
 - Instagram – <https://www.instagram.com/northtexaswinecountry/>

- Images: Use attached COO and Come On Over Y'all logos

- Instagram Repost:

- Instagram has a NEW repost feature. You can repost Uncork Texas Wine, Come Over October, and your state and local winery association(s) COO posts directly to your followers. Just click this icon under the photo - 

- Consumer/Follower Engagement:

- Encourage wine club members and enthusiasts to host parties, dinners or gatherings at home and enjoy Texas wine
- Encourage guests to share photos/videos during October, using COO hashtags, to share their experience at Texas wineries

- Hashtags:

- #ComeOverOctober #ComeOnOverYall #TexasWine

Events and Happenings:

- Submit your events to Uncork Texas Wines to be shared on the calendar via [THIS FORM](#).
- Host your own Come On Over, Y'all events OR add on the Come Over October campaign to events you already have planned
- Ideas
 - Wineries might offer a 6 bottle discount for guests hosting a COO dinner/gathering
 - Wineries might offer complimentary tastings/glasses for a future visit to guests who participate in COO and document their time at the winery
 - Host a Come On Over Y'all tasting event at your winery
 - Host extended hours at your winery for consumers and/or wine industry members
- Check out ComeOverOctober.com for more info and ideas

Contacts for questions or more information:

- Uncork Texas Wines, Anisa Elizondo, Anisa.Elizondo@texasagriculture.gov
- Texas Wine & Grape Growers Association, Adam McKeivier - adam@twgga.org, Katy McDowell - kmcdowell@twgga.org
- Texas Fine Wine, Denise Clarke, denise@deniseclarkepr.com
- Texas Hill Country Wineries, January Wiese - January@TexasWineTrail.com, Kate LaFleur – Kate@TexasWineTrail.com, Reagan – Events@TexasWineTrail.com
- Texas Wine Growers, Kelly Olson - director@texaswinegrowers.com
- North Texas Wine Country, Krista Hartman - kk@redriverwines.com, Chris Hornbaker - chris@edenhill.com

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