

Fall Wine Trail 2023 Social Media Toolkit

Hashtag #FallWineTrail23

Event Page URL: <https://www.wineroad.com/events/fallwinetrail/>

Event Ticket Page URL: <https://www.eventbrite.com/e/fall-wine-trail-wine-road-tickets-676060443987?aff=oddtcreator>

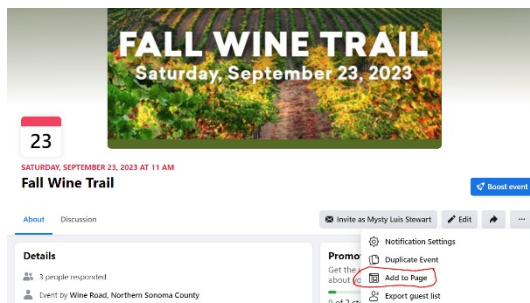
Dropbox Link to Media Photos/Video:

<https://www.dropbox.com/scl/fo/7gwb4umz38aeoxykkois/h?rlkey=qc24qatnxviaekvgmi8wl3j5v&dl=0>

Facebook Event:

You can share/add the Fall Wine Trail event that is already created on Facebook:

You can also add our event to your page by going to the event on our page, clicking on the “three dots” on the top of the event and choosing “Add to Page.”



See graphic for how to **share** and **add** below.

NOTE: It's generally better to share and add the event we created on Facebook versus creating your own so that those that are interested click on our event and therefore can be retargeted with sponsored/paid posts – paid for by Wine Road - at a later date.

Hashtags to use on Instagram (plus add yours!):

#FallWineTrail23 #wineroad #sipsnomoma #sonomacountywine #californiawine #wineevents #winetasting #gowinetasting

Social Media Post Ideas:

- Get ready for a day of fall fun in Wine Country! Join us and over 30 wineries as we indulge in delicious fall wines during Wine Road’s Fall Wine Trail, Saturday, September 23rd. Sip on rich reds, crisp whites, and cozy autumnal flavors while exploring the beauty of the season. Your \$50 ticket grants you complimentary tastings at any participating winery – including ours. Don't miss out on this ultimate fall tasting experience! Tickets on sale now. 🍷🍂
- Mark your calendars for September 23rd for Wine Road’s Fall Wine Trail. We’re excited to be participating and serving our (insert your wines here) This event is a fantastic way to taste a variety of wines at any of the 32 participating wineries and discover new favorites for one low-cost wine tasting fee - just \$50 per person. Tickets on sale now. Save the date and get ready to enjoy the flavors of fall!

- Get out and explore along the Wine Road on September 23rd for the Fall Wine Trail. Check out some new wineries, visit your long-time favorites, and stock up on your favorite wines for the upcoming holiday season. Tickets are just \$50 for a full day of wine tasting here and more than 30 other participating wineries. Get your tickets today.
- Are you ready to celebrate the flavors of fall in the most delicious way possible? Join us and more than 30 wineries for an extraordinary day of wine tasting. Discover new favorites, explore hidden gems, and stock up on your must-have fall wines. Your \$50 ticket grants you access to complimentary tastings here and at any other participating winery. Tickets are available now.
- Fall is here and it's time to savor the finest wines during Wine Road's Fall Wine Trail, Saturday, September 23rd. We'll be participating and cannot wait to share our fall favorites with you: (your wines here). So, gather your wine-loving friends, mark your calendars, and get ready for a day of wine exploration. Get your ticket today and don't miss out on this fall wine tasting experience!
- Join over 30 wineries for a day of fall fun. What better way to spend an autumn day than enjoying delicious fall wines? Sip some reds, some whites, and immerse yourself in the beauty of fall in Wine Country at Wine Road's Fall Wine Trail. Buy your tickets now and get ready for a memorable fall wine experience!
- Harvest season is upon us and so is the Wine Road's Fall Wine Trail! This September 23rd, experience the breathtaking views of vineyards, some already transforming into a riot of fall colors, all while sipping on some of your favorite wines. With one \$50 ticket, you can enjoy tastings at over 30 participating wineries. Tickets are on sale now. Come celebrate the harvest season with us! 🍁🍷🍇
- Picture this: A crisp fall day, a glass of wine in hand, and a view of vineyards, some already turning to autumn colors while others eagerly await harvest. Sounds perfect, right? Join us on September 23rd for Wine Road's Fall Wine Trail and make this dream a reality. Over 30 wineries are participating, and we can't wait to share our favorite fall wines with you. Tickets are on sale now, so save the date and get ready to fall in love with Wine Country! 🍷🍁🍀
- Join us on September 23rd for the Fall Wine Trail, as we celebrate the harvest season. With your \$50 ticket, you'll have the opportunity to taste a variety of wines from over 30 participating wineries, including ours. Tickets are on sale now, so grab your friends, mark your calendars, and let's celebrate the season in style! 🍷🎉