



Come Over October FAQ

About the Campaign

Q: What is Come Over October?

A: Come Over October is an annual international campaign launched in 2024 by COME TOGETHER—A Community for Wine Inc. that encourages people to invite friends, colleagues, neighbors, and family members to share wine and friendship during the month of October. The campaign honors wine's 8,000-year history as a communal beverage that brings people together.

Q: Who created Come Over October and why?

A: The campaign was founded by three wine industry communications professionals: Karen MacNeil (author of The Wine Bible), Kimberly Noelle Charles (President of Charles Communication Associates), and Gino Colangelo (Founder and President of Colangelo & Partners). The initiative emerged in response to a complex matrix of growing headwinds in the wine industry, which the founders felt framed wine solely as alcohol, rather than celebrating its role as a cultural and social connector.

Q: What is the core mission behind the campaign?

A: The mission is to tell wine's positive story by highlighting that:

- Wine is a natural, agricultural product consumed in the company of others, most often with food
- Moderate wine consumption plays a positive role in society and culture
- Wine helps sustain rural communities economically, socially, and culturally
- Wine serves as a catalyst for human relationships and social connection
- In the U.S. wine and enotourism represent a \$323 billion industry

Q: How does this relate to other wine-focused campaigns during the year?

A: Come Over October is part of a broader year-round effort that includes "Share & Pair Sundays" (running from spring through summer), creating consistent messaging about wine's communal aspects throughout the calendar year.

Participation and Implementation

Q: Who participates in Come Over October?

A: Everyone can participate—from trade including wineries, restaurants, winery associations, grower groups, distributors, importers, and hospitality organizations, to consumers who launch their own creative Come Over October get-togethers. The campaign provides free downloadable materials online at www.comeoveroctober.com for all participants to create their own events and promotions.

Q: What types of activities does the campaign encourage?

A: The campaign encourages various forms of gathering where wine is shared. These include:

- Gatherings, tastings, and parties at home
- Winery visits and tastings
- Restaurant promotions and wine flights
- Regional wine events and wine trail events
- Listening parties matching wine with music
- Watch parties for baseball, football, basketball, and all sporting events
- Any occasion that brings people together over wine
- No reason whatsoever other than it's good to get together with friends

Q: What promotional support materials are available?

A: COME TOGETHER – A Community for Wine provides free resources including:

- Logos and branding materials
- Point-of-sale promotional materials
- Social media assets and partnership opportunities
- Event planning ideas and suggestions
- Marketing templates and messaging guides
- Access to a compilation deck showing successful activations from previous years
- For friends of the campaign who are also financial contributors, a range of marketing benefits are available to explore. Please contact Barbara Fitzgerald at barbara@cometogetherforwine.com

Benefits for Stakeholders

Q: How can wineries and wine trade associations benefit from participating?

A: Participation offers multiple benefits:

- **Brand Association:** Align with a strong positive, community and social-focused message about wine
- **Consumer Engagement:** Ready-made content and events to connect with wine club members and DTC customers
- **Sales Opportunities:** Framework for sales-optimized October promotions and experiences
- **Industry Unity:** Join an international collective effort to reinforce wine's positive narrative
- **Marketing Efficiency:** Tap into established campaign momentum and extensive media coverage

Q: What value does this provide to destination management organizations and hospitality professionals?

A: The campaign offers:

- **Tourism Driver:** Encourages winery and wine region tourism during October
- **Event Programming:** Ready-made theme for effective special events and memorable experiences
- **Cross-Promotion:** Opportunities to partner with local wineries, restaurants & lodging
- **Positive Messaging:** Association with wine's cultural and community benefits rather than just alcohol consumption

Q: Why should policymakers care about Come Over October?

A: The campaign addresses several policy-relevant themes:

- **Rural Economic Development:** Supports wine industry sustainability and the economic underpinning of rural communities
- **Cultural Heritage:** Reinforces wine's historical societal and cultural significance
- **Responsible Consumption:** Promotes moderate, food-paired wine consumption in social settings
- **Community Building:** Encourages social connections that support socialization, wellbeing, togetherness, and mindfulness at a time of heightened social isolation

Campaign Impact and Success

Q: What has been the impact of the Come Over October campaign thus far?

A: From June 2024 – June 2026, we've achieved incredible reach.

- **Press Coverage:** 3.6 billion unique visitor views across major media outlets
- **Social Media:** 5.7 million impressions with 16,000+ interactions
- **Retail Activation:** 1,400+ stores across 43 designated market areas
- **Consumer Reach:** 7 million people through digital, print, and in-store placements

Q: What kind of media and industry support has the campaign received?

A: The campaign has garnered extensive support including:

- Coverage in major publications (NPR, Forbes, Associated Press, The Washington Post, Yahoo News)
- Plans include targeting traditional media, influencers, and critics
- Media partnerships with strategic publications reaching trade and consumers
- Extensive support from wine companies, associations, and industry organizations

Getting Involved

Q: How can our organization get involved in Come Over October?

A: Organizations can participate by:

- Using the free downloadable materials to create Come Over October promotions
- Hosting special events or tastings during October in celebration of the campaign
- Incorporating Come Over October messaging into marketing campaigns
- Partnering with local wineries and restaurants for cross-promotions
- Sharing the campaign on social media and with stakeholders
- Contributing to the campaign as a patron or supporter

Q: Is there a cost to participate?

A: Basic participation using the provided materials is completely free. Organizations can access logos, promotional materials, and marketing assets at no charge. Patron-level financial support is appreciated from wineries and organizations that want to help expand the campaign's reach and goal of telling the positive story about wine.

Q: How do we access the materials and get started?

A: Visit the campaign website at www.comeoveroctober.com for consumer resources and the trade section for industry materials. You can also contact the founders and organizing team directly for additional support and access to the compilation deck which highlights successful activations by wineries large and small, trade groups, and beyond.

Q: Any tips for promoting on social media?

A: Tag @comeoveroctober in your posts on Instagram, Facebook, and LinkedIn. Make us collaborators when it's applicable. Across social media, use the hashtags:

- #comeoveroctober
- #cometogetherforwine

Contact Information

- Karen MacNeil: karen@karenmacneil.com Co-Founder, author The Wine Bible
- Kimberly Noëlle Charles: kcharles@charlescomm.com Co-Founder, President Charles Communications Associates
- Gino Colangelo: gcolangelo@colangelopr.com Co-Founder, President Colangelo & Partners
- Barbara Fitzgerald (Executive Director): barbara@cometogetherforwine.com