



It's Time to Come Over

By Karen MacNeil

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In 2024, I dreamed up what would become the largest pro-wine grassroots campaign ever launched in the United States. It is called *Come Over October*. Now in its third year, *Come Over October* is designed around a simple but powerful idea--that we, as human beings, are ineluctably drawn in by rituals that bring us together.

Wine does that. Wine is designed to do that.

Now on the cusp of October, I'm reflecting on something I believe deeply: that wine is one of the last true things. In a world digitized to distraction, a world where you can't get out of your pajamas without your cell phone, wine remains utterly primary: The silent music of Nature.

For eight thousand years, vines holding fast to the earth have thrust themselves upward toward the sun and given us juicy berries, and ultimately wine. Now, in every sip of wine taken in the present, we drink in the past--the moment in time when those grapes were picked; a moment recaptured--and so vivid, so intimate, that our bond with Nature is welded deep.

Wine matters because of this ineluctable connection. Wine and food cradle us in our own communal humanity. Anthropologically, they are the pleasures that carried life forward and sustained us through the sometimes dark days of our own evolution.

Sharing wine then--as small as that action can seem--is both grounding and transformative. It reminds us of other things that matter, too: love, friendship, generosity.

Come Over October is a pro-bono project for me and my two co-founders, Kimberly Noelle Charles and Gino Colangelo. To date, we've have reached 3.9 billion media impressions. Importantly, anyone can participate: just invite a friend, a neighbor, a family member, or a colleague to come over to share some wine. It's that simple.

Come Over October is now much more than an October event. It happens all year long. It is, by design, a way of being connected, and a state of mind—a belief that in sharing something from the earth, we will be bonded together, for the good of us all.