



Still Time to Toast

Last-Minute Ways to Join *Come Over October*

By Susan DeMatei

Susan is the founder of WineGlass Marketing, where she helps wineries connect with consumers through thoughtful, values-driven storytelling. In this article, she explains how Come Over October reframes wine as a catalyst for connection and offers simple, practical ways wineries can participate any time of year.

Come Over October launched in 2023 with a simple but powerful premise: wine has connected people for 8,000 years, and October is the month to honor that. The campaign invites us to slow down, gather with friends or family, and make wine the centerpiece of togetherness.

In just one year, it's grown from a spark to a movement. Thousands have embraced the idea, from consumers hosting casual dinners to wineries, retailers, and restaurants using the campaign to remind people that wine isn't just a beverage—it's a culture, a history, and a human connection poured into a glass. For the industry, it's a chance to reframe wine as essential, not optional, in modern life.

The wine industry needs this now more than ever. The pressures are piling up. Research from Stanford and other institutions is eroding the belief that "wine is good for your heart", and the U.S. Surgeon General has recommended warning labels on alcohol products about cancer. Meanwhile, consumption overall is slipping: in the U.S., only 54 % of adults now report drinking—a record low—while a majority believe moderate drinking is harmful to health. (Gallup) Younger generations are drinking less, turning to non-alcoholic or low-alcohol alternatives, or rejecting wine's image as stuffy or irrelevant. Combined, these trends pose a threat to demand, consumer trust, and long-term growth. Come Over October is a counterweight, a chance to reframe wine as part of living, not just a drink under fire.

How Wineries Can Still Jump In

Even if your calendar isn't full of October activations, there are plenty of nimble ways to get involved. The beauty of Come Over October is that it doesn't require elaborate planning—it's about sparking connection and making wine the centerpiece. Here are some fast, high-impact ways to weave the campaign into what you're already doing:

Ship the Story

Every box you send out this month can carry the Come Over October message. Add a simple postcard to club shipments or DTC orders, encouraging customers to invite friends over, open your wine, and create a shared moment. Include a QR code to a

downloadable “host invite” or pairing guide so they can make their gathering feel special.

Taste with a Twist

Bring the campaign to life in your tasting room. Table tents or signage highlighting Come Over October invite visitors to see your wines not just as tasting pours, but as conversation starters. Take it one step further by creating an October-only “host pack”—a curated 3- or 6-bottle bundle positioned as perfect for sharing with friends this month.

Turn Social into Socializing

Encourage user-generated content with a simple incentive. Ask visitors and club members to post their Come Over October gatherings, tag your winery, and use the campaign hashtag. Sweeten the deal with a raffle—whether it’s a winery hat, a set of branded glasses, or even a complimentary tasting. The more photos in the feed, the stronger the movement feels.

Events in a Box

Suppose you don’t have time to organize a gathering, equip your customers to host their own. Share a downloadable “Host Kit” with a suggested playlist, easy recipes, and conversation prompts. A little effort on your part helps make their evenings feel curated and memorable.

Keep the Language Alive

Simple touches, such as in emails, tasting notes, or signage, can amplify the message. A line like, “Wine has always been the excuse—the reason is being together,” keeps your brand aligned with the heart of the campaign without overcomplicating things.

Partner for Amplification

October is the perfect time to align with restaurants, shops, or local artisans. Provide campaign language and assets they can use on menus, shelf talkers, or displays. Every shared touchpoint amplifies the collective message.

And the best part – the materials are already built for you – and free!

Download Here>> Link to <https://www.comeoveroctober.com/trade/>

Why It Matters

Come Over October isn’t just another campaign window—it’s an industry-wide reminder of why wine matters. At a time when headlines are shouting about health risks, younger generations are hesitant to adopt wine, and consumption is slipping, we need to double down on the story wine has told for 8,000 years: it brings people together.

The good news? October isn't over. You can still get your winery into the conversation, whether it's with a simple email, a bundle, a table tent, or a social post. Every touchpoint helps anchor wine as culture, not just product.

So don't sit this one out. Raise a glass, invite people in, and make sure your customers do the same. Because Come Over October isn't about a single winery or a single bottle—it's about all of us, keeping wine relevant, shared, and alive.