



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 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 and Texas Fine Wine. 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.

Winery participation ideas:

- Social Media campaign using **#ComeOverOctober** and **#ComeOverOctoberYall** with Texas COO logo (provided by TDA)
 - o Share COO posts by TDA, THCW, TFW, TWGGA, TWG and more
 - o Promote COO as part of your Texas Wine Month activities
 - o Encourage wine enthusiasts to host parties, dinners, gatherings at home and enjoy conversation and community around Texas wine
 - o Encourage people to share photos/videos during October, using COO hashtags to be entered into a drawing for Texas wine, THCW passports and more

- Events
 - o Wineries are encouraged to host a Come Over October/Come On Over Y’all event(s) throughout October
 - o Wineries might offer 6 bottle discount for guests hosting a COO dinner/gathering
 - o Wineries might offer free tastings/free glass coupons for a future visit to guests who participate in COO and document their time at the winery enjoying conversation, laughter and community

Uncork Texas Wines will be hosting a Come Over October Texas landing page on their TDA website with Texas happenings and Winery events during the month – [UncorkTexasWines.com](https://www.uncorktexaswines.com)

Submit your Events and Happenings to Uncork Texas Wines via [THIS FORM](#).

Check out [ComeOverOctober.com](https://www.comeoveroctober.com) for more info and ideas.