A PRESENTATION FOR NEW ZEALAND WINE TRADE

Growing Connection, Growing Category

Bringing Come Over October to New Zealand

COME™ OVER OCTOBER

A Mission-Driven Community for Wine

Come Together — A Community for Wine (www.cometogetherforwine.com) is a mission-driven company dedicated to communicating positive messages about wine, sharing its beneficial role in society, culture, and lifestyle. It was founded by best-selling author, Karen MacNeil and wine marketing experts, Kimberly Noelle Charles and Gino Colangelo.

Launched 2025

Share & Pair Sundays

A spring campaign encouraging consumers to get together on Sundays to share wine and food with friends, colleagues, neighbors, and family.



Share & Pair Sundays

By Come Over October™

Launched 2024

Come Over October

An international campaign that uses October to spark year-round connection by inviting friends, colleagues, neighbors, and family to share wine and friendship.

COME OVER OCTOBER™

CAMPAIGN REACH

Two+ Years of Growing Connection (2024–2026)

3.6B

PRESS COVERAGE

UVMs

5.7M

SOCIAL MEDIA

people reached

1,400+

RETAIL ACTIVATIONS

stores nationwide

7M

CONSUMER REACH

retail consumers

As Featured In: MarketWatch • NPR • Forbes • Associated Press • The Washington Post • International Business Times • Yahoo News

and more!

MEDIA COVERAGE

Our Story, Told Across the Press


ADVISOR
WINEINDUSTRYNETWORK

One Truth, Three Tables: How Wine Businesses Are Building Community This Spring

Expert Editorial - By Kimberly Noelle Charles | April 23, 2026

Share & Pair Sundays™ brought to you by the team behind Come Over October™, perfectly models the creativity and collaboration within the wine community at a time when it is most needed. From a tiny idea this promotion has grown into an international phenomenon showing that, even after 6,000 years, wine is still the beverage that brings people together. WineAmerica has been a proud supporter from the beginning, and we hope this column inspires many others to become involved. – By Jim Trezise, WineAmerica President

Share & Pair Sundays

This spring marks the second season of Share & Pair Sundays — nine Sundays, from May 3 through June 28, built around a single enduring idea: that wine is best when it is shared. Whether the occasion is a backyard tailgate, a neighborhood potluck or a schmoozy Sunday supper, the invitation is the same. Gather. Pour. Connect. What matters most is not the format but the company, and the warmth that comes from sitting down together.

The co-founders of Come Together: A Community for Wine—**Karen MacNeil**, author of The Wine Bible; fellow wine marketer Gino Colangelo; and myself, **Kimberly Noelle Charles**—conceived of Share & Pair Sundays in 2025, growing directly out of the success of Come Over October. What began as a campaign became a movement, proof that the wine industry, when it speaks with one voice, can shift cultural conversation in a meaningful way.

The numbers tell part of the story. Together, Come Over October and Share & Pair Sundays have generated 2.6 billion media impressions, 1,315 published articles, a journalist reach of 1.29 million, and more than 5.6 million social media impressions across 1,400-plus retail locations. Strategic media partnerships contributed over $100,000 in media value — all amplifying one message: wine is culture, agriculture, connection and history, and it continues to bring people together.

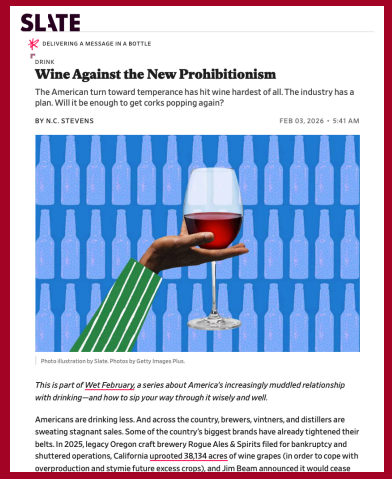
But numbers only go so far. The more compelling story is what happens when businesses within our community take the spirit of Share & Pair Sundays and make it their own. This season, we looked to three very different corners of the wine world — a mountain inn and winery near Yosemite, a wine country tour company in Virginia, and a winery association on Long Island — and found the same truth expressed in three different ways.

How Idle Hour built a wine community in a mountain town.

For the team at Idle Hour — an inn, restaurant and winery in Oakhurst, California, the gateway to Yosemite — hospitality has always meant more than a well-poured glass. What drives their work is something deeper: the genuine satisfaction of sharing food and wine, of feeding people well and sending them home happy.

Idle Hour sits in a tourist-driven town, and engaging with visitors is the easy part. The greater challenge — and the more important one — is being a place where locals gather. As they watched their regulars grow more isolated, they launched a monthly Supper Club: three courses, filled by word of mouth, deliberately intimate. Tables are set family-style, guests placed alongside people they may or may not know. The first course is shared. Friendships have followed.

A Blue Zones vegetarian dinner sold out in a mostly carnivorous mountain community, proving that locals were hungry for social connection, not just good food. A book club followed, then game nights and open mic evenings. Taken together, these events have given the community something rarer than a great meal: a place where everyone knows everyone's name.


SLATE

DELIVERING A MESSAGE IN A BOTTLE

DRINK

Wine Against the New Prohibitionism

The American turn toward temperance has hit wine hardest of all. The industry has a plan. Will it be enough to get corks popping again?

BY N.C. STEVENS FEB 03, 2026 • 5:41 AM

Photo illustration by Slate. Photos by Getty Images Plus.

This is part of Wet February, a series about America's increasingly muddled relationship with drinking—and how to sip your way through it wisely and well.

Americans are drinking less. And across the country, brewers, vintners, and distillers are sweating stagnant sales. Some of the country's biggest brands have already tightened their belts. In 2025, legacy Oregon craft brewery Rogue Ales & Spirits filed for bankruptcy and shuttered operations, California uprooted 38,134 acres of wine grapes (in order to cope with overproduction and stymie future excess crops), and Jim Beam announced it would cease


May 1, 2026

WINE & SPIRITS WHOLESALERS OF AMERICA

WSWA DAILY NEWS CLIPS

NEWS CLIPS FOR WINE & SPIRITS WHOLESALERS

WINE & SPIRITS NEWS CLIPS

COME TOGETHER — A Community for Wine Inc. launches second annual 'Share & Pair Sundays' campaign

COME TOGETHER — A Community for Wine Inc., the mission-driven company behind the Come Over October™ and Share & Pair Sundays™ wine advocacy campaigns, recently announced the launch of the second annual Share & Pair Sundays campaign, running May 3 through June 28, 2026.

Read More

Share & Pair Sundays


THE tastingpanel MAGAZINE

the voice of hospitality & retail

MAY/JUNE 2026

THE BAR

Celebrating the Industry Leaders of Today

An Open Invitation

Share & Pair Sundays


VINEPAIR

Share & Pair Sundays: The Connection We All Need

WORDS: SARAH STRONG | APRIL 30, 2026

It's a simple idea: Open a bottle of wine, set out some snacks, and connect with friends and family on a spring Sunday. That's the premise of Share & Pair Sundays, an initiative now in its second year from the same team behind Come Over October. This year's campaign runs from May 3 through June 28 and might be exactly what we need in these fast-paced, screen-first times.

Share & Pair Sundays

The effort was founded by the trio that helms **Come Together — A Community for Wine Inc.**, wine professionals **Karen MacNeil**, **Kimberly Noelle Charles**, and **Gino Colangelo**. As MacNeil says, the biggest lesson from their first year is that this push is "needed now more than ever." As we spend more time looking at screens and interacting through the internet, individuals' time spent face-to-face has declined and greatly increased reported loneliness. And while the name Share & Pair Sundays prioritizes the food and wine combo, the campaign is really about spending time together in an environment that naturally promotes socialization.

It's also about remembering the pleasure of a glass of wine. "I think what we've had is a perfect storm of numerous factors, leading us to forget that sharing wine and food is a great way to reconnect," MacNeil explains. She notes that while social media is a huge contributor, the "explosion of fascinating things to drink" from cocktails to RTDs to wellness beverages has shifted consumer behavior away from wine. While choice is good, the above drinks are about speed, movement, and optimization. Wine is the opposite of that, says MacNeil. "Wine is not a fast beverage. It's a slow beverage. It's an analog beverage in a digital world." People are no longer likely to sit contemplatively, but that's what wine encourages us to do, something MacNeil feels could become the industry's greatest strength as the public becomes more mindful and looks for ways to reground.

So how should you participate in Share & Pair Sundays? There are plenty of hospitality industry members throwing events as part of the movement, but celebrating at home is just as important. "It's as simple as having some pretzels and Pinot Grigio, really," MacNeil says. The initiative is not about the technical, often elitist aspects of food and wine pairing. It's about "the best 8,000-year-old marriage still going," per MacNeil — food and wine.

An easy way to get involved is to ask a friend to bring something and go from there, potluck-style. "Food and wine provide a good excuse for just being together for an hour," MacNeil says. "You're sitting there, you're eating something, you're drinking something, and you're with someone, and all of a sudden the magic of that simple behavioral act begins to take hold of you," she recounts. Share & Pair Sundays (though it doesn't have to be exclusively Sundays) is really about that emotional impact. Not sure what to serve? Whether it's takeout or a home-cooked feast, MacNeil thinks that a cold, crisp wine is perfect, especially if you're tired. So order in, pop open a bag of chips, or microwave a frozen meal — whatever you do, do it with a glass of wine and good company and celebrate Share & Pair Sundays together.


The Washington Post

WINE

'Come Over October' counters 'Sober October' with wine and friendship

The new marketing campaign is aiming to counter anti-alcohol sentiment and promote wine's convivial nature.

by Dave McIntyre | September 26, 2024

For the next few weeks, you may hear or see the phrase and other signs of a new international marketing campaign, "Come Over October," especially where wine is sold. It urges us to visit one another — "come over," if you will — and share in wine, companionship and conversation.

It comes as wine is plagued by sluggish sales and a rising anti-alcohol sentiment epitomized by "Sober October," "Dry January" and a shift in public health advice from drinking in moderation to total abstinence.

It also comes during a fractious election season in an era of divisive partisan politics, with many Americans still leery of social interaction following the trauma of the pandemic. "Come Over October" wants us to rediscover how wine has fostered social, cultural and religious connections among people for 8,000 years.

"The most important part of Come Over October is the 'come over,'" said Karen MacNeil, the Napa Valley-based wine writer and author of "The Wine Bible" (Workman, 2022), who conceived the campaign. She spoke to me by phone from South Africa, where she was visiting wineries. "Tonight I dined with five people who just two hours ago were complete strangers," she said. "At the end of the evening, we all hugged, and we are now friends. That idea sounds so simple, even mushy, but I think every wine lover has had that experience. After sharing a meal, some wine, some conversation, you are friends."

MacNeil conceived the campaign earlier this year and organized it with Kimberly Noelle Charles and Gino Colangelo, two prominent wine marketers. The wine community responded enthusiastically. Sponsors include Total Wine & More, Jackson Family Wines, individual wineries and winery associations from California, Oregon, Champagne, Sicily and more, as well as several wine publications.

"We are living in trying times, and we all know that good company, good conversation, laughter, and conviviality contribute to an enhanced lifestyle," MacNeil states in a news release about the campaign. "We want to encourage people to put down their devices and share in each other's company. Historically and socially, wine has often played a role in facilitating conversation, nurturing new friendships, and deepening old ones."


THE VINTNER PROJECT

Coastal Symbiosis: In Praise of Authentic Americana

AUGUST 27, 2024

KATHLEEN WILCOX

My Vintner Project Profile

A memorable wine dinner unites California and New York's very different, but eerily similar spirit of sustainability and wildness

A table of very happy eaters and drinkers at Whiteface Lodge. | Photo Credit: Kathleen Wilcox

Authenticity, in the age of AI, deep fakes, and targeted advertising, feels endangered. In the realm of anything involving the exchange of money for goods, is offering up a genuine product or experience even possible?

A recent dinner set in a luxurious gem ensconced in the rugged swath of


San Francisco Chronicle

The U.S. could soon declare alcohol unsafe. The wine industry says the process is rigged

Public perception of alcohol has become increasingly negative, fueled in part by changing global health guidance. Now, proponents and opponents of alcohol are waging war over a coming update to the U.S. Dietary Guidelines.

Steven Boyle / The Chronicle

Alcohol, in many circles in America, has suddenly transformed from a hero to a villain.

For decades, the idea of moderate drinking as a healthy habit was enshrined in American life. A glass of red wine with dinner reduced the risk of heart disease, the thinking went. The U.S. government has long reinforced this notion: For more than 40 years, its official dietary guidelines have held that one drink a day is safe for women, and two drinks a day for men.

But in recent years, public opinion around drinking has shifted dramatically. The


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HOME ARTICLES SPOTLIGHTS NEWS RELEASES AFTERNOON BRIEF EVENTS ABOUT

- Advertisement -

LOVE WINE?
Come Over and Celebrate this October!

Industry News Releases, Wine Business

Inaugural Come Over October 2024 Campaign Gains Global Momentum

Press Release September 9, 2024

Support from Benefactors Totals $100K and Counting
National Toast with the Congressional Wine Caucus September 25th

September 9, 2024 (Napa Valley, CA) – Four months into the launch of the Come Over October inaugural campaign which encourages friends, family and colleagues to "come over" during the month of October to share wine and celebrate connection, the co-founders share that the wine industry and other supporters have helped raised over $100,000 in funding. Conceived by respected wine authority and author Karen MacNeil, together with wine industry communications professionals Gino Colangelo and Kimberly Noelle Charles, DipWSET, all of whom are working in a *pro bono* capacity, the team created COME


ADVISOR
WINEINDUSTRYNETWORK

Come Over October™ Survey Finds an Untapped Opportunity for Wine: Give People More Reasons to Come Together

New research with partner LocalWineEvents.com finds consumers associate sharing wine with fun, friendship and connection, while 41% say an occasion could make them more likely to host friends and family

August 24, 2026

Sometimes people simply need a reason to extend an invitation.

A new national consumer survey conducted by Come Over October™ in partnership with LocalWineEvents.com found that nearly half (41%) of respondents said having a specific occasion or reason to gather, such as Come Over October, would make them more likely to host a gathering with wine.

The finding points to an opportunity for the wine industry. Consumers continue to value spending time together and already associate wine strongly with those occasions, but busy lives, distance and cost can get in the way. A shared occasion is often all it takes.

The 2026 Wine & Gathering Study included 1,553 respondents across two surveys. Among the findings:

- Wine is already a regular part of respondents' social lives: 61% said wine is "almost always" part of their social get-togethers and another 21% said it is often, but not always. Interest in Come Over October was also strong: 55% of all survey respondents opted to receive more information about hosting a Come Over October gathering.
- When asked what would make them more likely to host a gathering with wine, 44% selected easy recipe and food pairing ideas, 41% selected a specific occasion or reason to gather, and 32% selected wine recommendations for different budgets or occasions.
- 77% said busy schedules and finding a time that works for everyone prevent them from seeing friends and family as often as they would like. Distance was cited by 40%, the cost of going out by 33%, and the effort of hosting at home by 24%.

"This survey confirms that an occasion, like Come Over October, makes people more likely to host friends and family. Our campaign gives wineries, retailers, restaurants, distributors and regional organizations a shared occasion to offer the people who drink their wines," said Gino Colangelo, co-founder of COME TOGETHER—A Community for Wine and president of Colangelo & Partners. "When the wine community gets behind one shared invitation, it becomes very powerful, creating more moments for wine."

MEDIA PARTNERSHIPS

Print & Digital Advertising

Third Year of Donated Trade & Consumer Media

Wine Business Monthly

1 print ad + digital ads

Somm Journal + Tasting Panel

Full-page print ads in 15 issues, print editorial features in 9 issues

Wine Enthusiast

Full-page print ads in 4 issues

VinePair

Three editorial features + sitewide digital banners for each campaign

Wine Folly

1 million digital banner impressions during each campaign

Wine Spectator

Print ads in 2 issues + digital ads on WineSpectator. com and Shanken News Daily

All major wine trade and consumer publications donate ad space — a direct expression of industry confidence in our campaigns.

RECOGNIZED BY THE INDUSTRY

Awards & Recognition



2025 Wine Star Awards

Person of the Year — Collective Nomination for COO's Co-Founders

THE DRINKS BUSINESS AWARDS
the drinks business
2025
COMMENDATION
GLENCAIRN CRYSTAL

The Drinks Business Awards 2025

Best Consumer Campaign — Commendation



Texas Wine & Grape Growers Assn.

2025 Wine Press Award



PRWeek Purpose Awards 2025

Finalist, Best B2B

What Our Supporters Say



Lidia Bastianich

Chef & PBS Television Personality

“Sharing food and wine is life itself. It is a common denominator we all have.”



Anita LeBrun

Minnesota State Wine Advocate & Grandmother

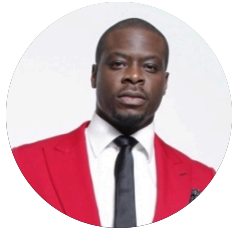
“Over a shared drink, we get to reminisce about parts of our lives, raising a family, the loss of a friend, and celebrating the golden phase of our lives.”



Alecia Moore (stage name P!nk)

Founder & Winemaker, Two Wolves Wine

"You give someone a bottle, and you give them the story of the person and place behind it. Then they get to take that to a dinner party or a get-together with friends, own that story and share it... and it opens up a really beautiful, intimate connection. With wine, it's always comes back to the story... you're bottling magic.”



Jermaine Stone

President & CEO, Cru Luv Wine

“Hip hop is a lifestyle the same way wine is a lifestyle. It’s about emotional connections.”



Eric Asimov

Chief Wine Critic, The New York Times

“Wine enhances the whole [dining] experience. It enhances conversation, it makes food taste better, it does bring people together.”



Jacki Strum

President & Publisher, Wine Enthusiast Media

“The crisis of isolation has never been more prevalent, and I suspect it is harming us far faster than an innocent glass of wine (or two) ever could.”

WITH THANKS TO ALL OUR SUPPORTERS



CAMPAIGN RESOURCES

Everything Partners Need to Activate

Promotional Materials

Open-source logos, point-of-sale, and digital templates, available to:

- Create your own events
- Promote your wines
- Reach wine club & DTC customers
- Stage retail and on-premise promotions

Compendium Decks

Compilations showing how companies of every size have activated our campaigns are available

- Come Over October Activation Ideas
- Share & Pair Sundays Activation Ideas
- Campaign Success Metrics

New POS Materials







SOMETIMES PEOPLE JUST NEED A REASON

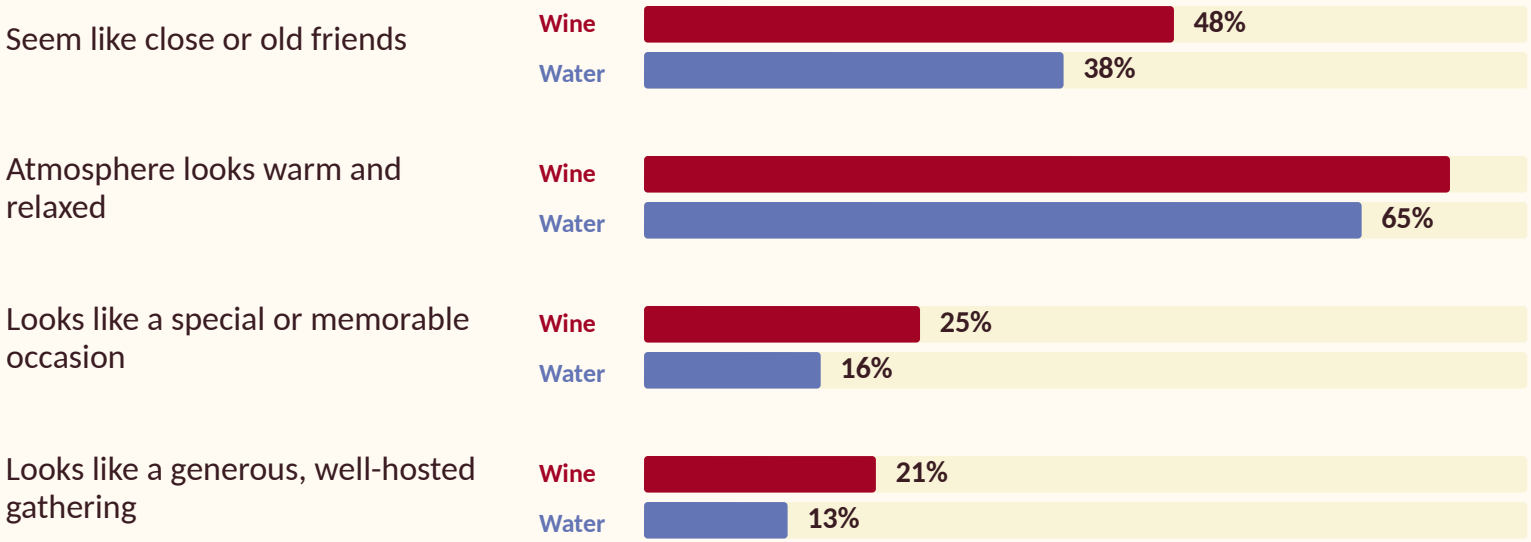
41%

say a specific occasion or reason to gather — like Come Over October — would make them more likely to host a gathering with wine.

Among 1,455 wine consumers; respondents could select up to three answers. "Which of the following would make you more likely to host a gathering with wine?"

The presence of wine was tied to a warmer read of the very same scene.

In our recently conducted national wine consumer survey, respondents saw one of two versions of the exact same dinner-gathering photo — one showing wine, one showing water — then described the group.







Wine image n=804, Water image n=592. "Based on this photo, which of the following would you say applies to this group?" All differences shown are statistically significant (p<0.01).

SEE THE FULL SURVEY RESULTS HERE

The concept resonated before respondents even finished the survey.

91%

expressed some interest in or openness to Come Over October

familiar, aware, or said it sounds appealing

55%

opted in to receive more information about hosting a gathering

an opt-in action, not a yes/no approval rating

74%

said they're very or somewhat likely to host or attend a wine gathering this October

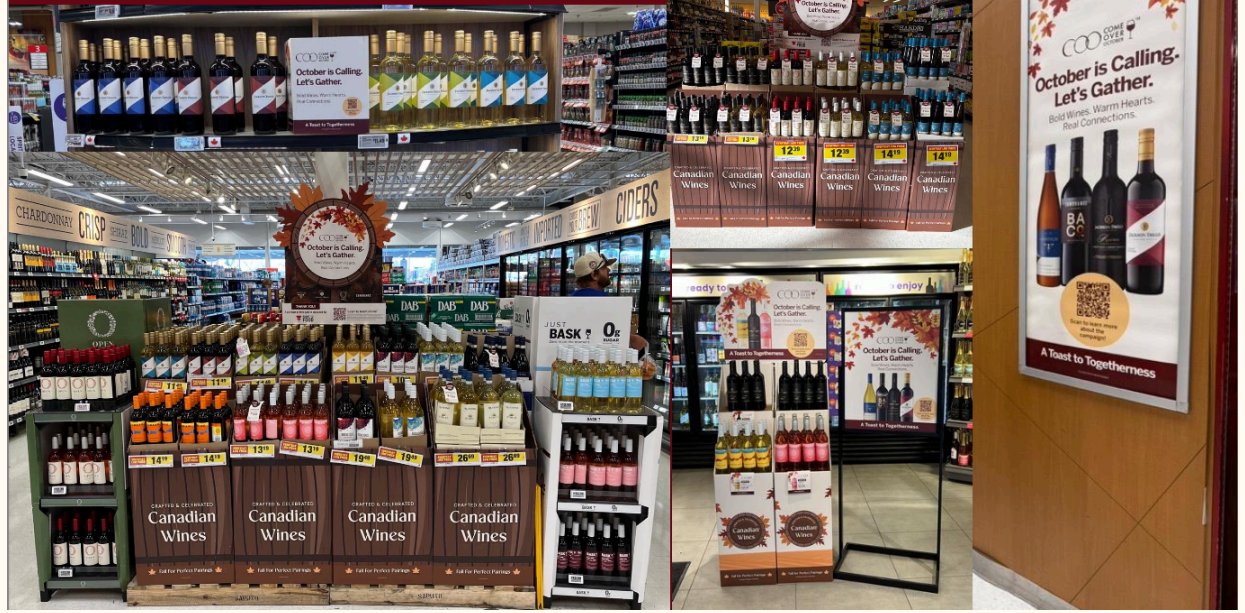
Combined base n=1,390–1,553 depending on question. Q16 "Have you heard of Come Over October?"; Q17 email opt-in; Q15 likelihood to host/attend this October.

Toast to Togetherness: The Arterra Rollout

COO | TORONTO STAR EVENT OCT 6



COO | POS IN-STORE



32M+ total impressions • 142 media hits • 80 guests at the flagship Toronto Star event • $25,000 donated to Right To Food Canada

RETAIL CASE STUDY

Constellation Brands × Kroger

600 participating Kroger stores significantly outperformed non-participating locations nationwide.

KIM CRAWFORD

Sauvignon Blanc 750ml

+5.50

PERCENTAGE-POINT LIFT vs. CHAIN AVERAGE

COO Stores Only **+18.90%**

Total Kroger **+13.40%**

MEIOMI

Pinot Noir 750ml

+6.27

PERCENTAGE-POINT LIFT vs. CHAIN AVERAGE

COO Stores Only **+4.50%**

Total Kroger **-1.77%**

THE PRISONER

Red Blend 750ml

+10.72

PERCENTAGE-POINT LIFT vs. CHAIN AVERAGE

COO Stores Only **+7.30%**

Total Kroger **-3.42%**

600 stores • 80%+ execution on featured items • timed to fall gatherings & Halloween • in-store voiceover support featuring Karen MacNeil

10 Ways to

COME OVER OCTOBER™

Ideas for campaign activation

01

Host a Themed Tasting Event

Create a special in-person experience tied to COO, like a harvest dinner or seasonal pairing menu.

EXAMPLES

PEJU Winery

Franc-n-Flight paired Cabernet Franc with Halloween flair.

Martin Ray Winery

Harvest Happy Hour brought members together.





02

Launch a Limited-Time Offer

Drive urgency with exclusive discounts, bundles, or 2-for-1 tastings during October.

EXAMPLE

Domaine Divio

Offered large-format discounts.



03

Create a Seasonal Wine + Food Experience

Partner with local food purveyors or restaurants to design pairings that celebrate gathering.

EXAMPLE

NAIDU Winery

Celebrated Diwali with a paneer + wine pairing.



04

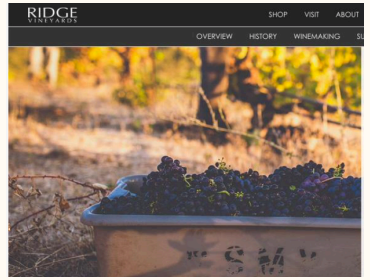
Incorporate COO into Wine Club Shipments

Include campaign collateral, recipes, or pairing ideas to extend the experience into members' homes.

EXAMPLE

RIDGE Winery

Included printed collateral in fall club shipments.





05

Tie Into a Cultural Celebration

Align COO with local or cultural festivals for deeper engagement.

EXAMPLE

LXV

Paired COO with wine and curated spice blends for Diwali.



10 Ways to Come Over October

06

Activate on Social Media

Post reels, photos, or stories that inspire connection. Get playful or pop-culture inspired!

EXAMPLE

Chateau Chantal

Recreated the iconic Friends opening sequence.



07

Offer a "Gather at Home" Kit

Curate a COO-inspired pack with wines, pairing items, and a keepsake.

EXAMPLE

Eleven Eleven Winery

Sold a curated gather-at-home set.



08

Collaborate with Influencers

Invite influencers to share their own COO celebrations or visit your winery.

EXAMPLE

Clif Family Vineyards

Partnered with @winewithpaige on a visit.



09

Align with a Regional Wine Program

Leverage existing October wine-month promotions and rebrand them with COO assets.

EXAMPLE

Texas Wine Month

Became "Come On Over Y'all" for the campaign.



10

Inspire Community-Generated Content

Encourage customers to share their own gathering moments to grow your brand's community.

EXAMPLE

Famici Wine Cellars

Created a community cookbook from submissions.



GET INVOLVED

Two Ways to Join the Movement



Support

Back the campaigns through sponsorship or a donation. Your support helps fund research, press outreach, and marketing materials that keep wine's positive story front and center.



Participate

Activate *Come Over October*. Use our open-source materials to host events, promote your wines, and share the message with your community.

www.comeoveroctober.com

@comeoveroctober

barbara@cometogetherforwine.com

Learn how to bring Come Over October to your business this October.