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Texas Wine Industry Joins "Come Over October"

AUGUST 20, 2024 BY JEFF COPE — LEAVE A COMMENT



Press Release

August 20, 2024 – Given Texas' reputation for warm, big-sized hospitality, the Texas wine industry says "Come On Over Y'all" and invites Texans to celebrate not only Texas Wine Month in October, but also join the global **Come Over October** campaign. With some 500 wineries across the state, the Texas wine industry encourages people to gather and share Texas wine with family and friends at home or visit their favorite Texas winery in October to have a toast and celebrate local wine, friendship and community.

"We all know that good company, good conversation, laughter, and conviviality contribute to an enhanced lifestyle," says Karen MacNeil, wine authority, author of *The Wine Bible* and *Come Over October* organizer.

Spearheaded by the Texas Department of Agriculture's **Uncork Texas Wines** program, the Texas "Come On Over Y'all" initiative is supported by the **Texas Wine and Grape Growers Association**, **Texas Hill Country Wineries**, **Texas Wine Growers** and **Texas Fine Wine**. The collective group and its 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.

"The Texas wine industry is woven into our state's culture, mixing our proud agricultural roots with the bold, lively spirit of our local winemakers," said Texas Agriculture Commissioner Sid Miller. "With the wine industry contributing more than \$20 billion to our state's economy, it's clear that wine and grapes create a powerful connection between rural and urban communities. From the Hill Country to the High Plains, our wineries serve up big flavors and even bigger welcomes, making every visit a chance to build friendships and create memories that last a lifetime."

Texans are encouraged to pick up a bottle of their favorite Texas wine and invite friends to "Come on over y'all" to their home, share photos of their gatherings on social media with the hashtags **#ComeOverOctober** and **#ComeOnOverYall**. They also can **plan visits to Texas wineries** and share photos of their gatherings with the hashtags on social media. Winners will be selected randomly to win prizes throughout October.

More details about special winery tastings and promotions throughout October will be available soon.

About Come Over October

Come Over October is an international campaign during the month of October encouraging wine

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drinkers to invite friends, colleagues, neighbors, and family to “come over” to a home, a restaurant, a winery, or wherever people gather to share some wine, friendship, and goodwill. The campaign’s message leans fully into moderation and some may choose to participate with non-alcohol wine. *Come Over October* honors wine’s 9,000-year history as a communal beverage that brings people together. As an agricultural product consumed within the company of others and most often with food, wine has played a positive role in society and culture.

The first international *Come Over October* campaign will take place in October 2024. The campaign will be annual. The idea for *Come Over October* was conceived in the Spring of 2024 by journalist Karen MacNeil, author of *The Wine Bible*. MacNeil shared the idea with two friends—Kimberly Noelle Charles and Gino Colangelo—both of whom are marketing and public relations specialists who own their own communications companies. Together, the three formed the mission-driven company COME TOGETHER—A Community for Wine. COME TOGETHER’S first campaign is *Come Over October*.

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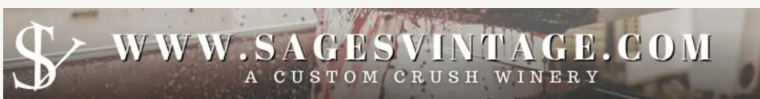
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