



SHARE & PAIR SUNDAYS

Wine, Food,
Friends and
Sundays!



**Share & Pair
Sundays**

By Come Over October™

What is the campaign about?

Share & Pair Sundays is a 2025 Spring-to-Summer campaign that celebrates the delicious marriage of wine and food. The campaign encourages consumers to get together on Sundays to enjoy wine, food, and friends. Share & Pair Sundays will be promoted by the Come Over October team from March 23 (the first Sunday of Spring) through May 25. Ten Sundays in all.



Who does the campaign target?

People who love wine and people who love food--of all ages, races, and cultures.



Who created the campaign?

Share & Pair Sundays was created by the team behind the successful Come Over October 2024 campaign—journalist and content creator Karen MacNeil, and communications and marketing specialists, Kimberly Noelle Charles and Gino Colangelo. In 2024, the three founders established the mission-driven company COME TOGETHER—A Community for Wine Inc which runs the campaigns.

Who will be involved in the campaign?

Share & Pair Sundays will involve all aspects of the wine industry from importers, wholesalers, and retailers to wineries large and small, to trade groups large and small. We also anticipate active involvement by the hospitality industry from individual restaurants to national chains to hotels, gourmet shops, grocery stores, and large retailers of both wine and food.



How Do I Get More Information?

Please contact one of us at the emails above or reach us through info@comeoveroctober.com or info@cometogetherforwine.com




Where to find us?

shareandpairsundays.com

comeoveroctober.com

cometogetherforwine.com

 [@comeoveroctober](https://www.instagram.com/comeoveroctober)
[@shareandpairsundays](https://www.instagram.com/shareandpairsundays)
[@cometogetherforwine](https://www.instagram.com/cometogetherforwine)



How will the campaign be creatively activated?

Much like Come Over October, different segments of the wine and food industries will execute different creative promotions. These may include in-store promotions of wine and food pairings, special wine dinner promotions in restaurants and hotels, food-and-wine tastings by wineries, food pairing ideas in DTC wine shipments and so on.

The Share & Pair Sundays team is especially keen to broaden wine's appeal by its association with different cultural foodways. We envision creative activations with the Hispanic, Asian, and Black communities by encouraging members of those communities to share traditional dishes and foods with various wines.

Will there be Media and Social Media campaigns?

Yes—robust campaigns in each case. The Share & Pair Sundays team has strong connections with wine, food, and lifestyle media in print, digital, radio, and television. The Share & Pair team also plans to execute a strong Social campaign aimed not only at wine personalities but also celebrities, sports figures, celebrity chefs, and food professionals and food influencers.

Karen MacNeil will once again host a vigorous Instagram Live campaign. Additionally, the Share & Pair Sundays website will provide fun pairings from celebrity chefs and wine professionals, and will encourage consumers to make every Sunday a Share & Pair Sunday.



Will there be a dedicated website for Share & Pair Sundays?

Yes the website Shareandpairsundays.com will go live in the coming weeks.

Will Come Over October continue?

Yes. Based on the resounding success of Come Over October 2024, we will launch COO 2025 in late summer to make its impact even larger. We believe COO and Share & Pair Sundays complement each other as campaigns and now give us “yearly coverage.”



How Do I Contribute to Help the Campaigns Succeed?

We are grateful for all financial contributions because they allow us to cover costs, hold press conferences, support a dynamic Social Media initiative, and maximize the impact of the campaigns in every way.

Activation is also critical! Download the assets we produce and utilize it creatively for your own, unique needs. Just, please maintain the umbrella 'Share & Pair Sundays' positioning; unity makes all of us stronger.



Contributors: \$1,000

Champions: \$2,500

Sponsors: \$5,000

Benefactors: \$10,000

Foundational Patron: \$25,000

Contributions can be made by contacting one of the founders:

- Karen MacNeil karen@karenmacneil.com
- Kimberly Charles kcharles@charlescomm.com
- Gino Colangelo gcolangelo@colangelopr.com

We also recognize that small companies and individuals may not be in a position to contribute financially. Please know that we are grateful for in-kind contributions and anything you can do to help us amplify the message and get the word out to consumers.