



Introducing:

Home for the WALidays: because there's no taste like home.

Whether you're roasting, toasting, or hosting — there's a Washington wine that fits right in. "Home for the WALidays" celebrates the season the way we do best: with good friends, good food, and great WA wine.

From cozy nights in to big family feasts, WALidays encourages consumers to bring a bottle (or two) from right here at home. Because every holiday table deserves a taste of Washington.

Read on for ways to help make this campaign sparkle.

Ready to get started?

We've built this toolkit to help you out. You'll find all the creative assets you need to print materials for display, customize your own images to share, and more.

► [Download Assets](#)



GET INVOLVED

- 1 Download the toolkit**
Get creative with the digital toolkit. Add the logo to your own favorite WALiday themed photo, add the signature line to your emails, or use the banner image in your next newsletter.
- 2 Post your favorite #WALidays moment**
It takes the momentum and collaboration of our industry's collective voices to make a lasting impact. By posting and sharing WALidays, you join us in amplifying the message.
- 3 Tag @wa_state_wine and use #WAwine and #WALidays**
Don't forget to tag us in your WALiday moments so that we can share with our 130k strong social audience.

MESSAGING EXAMPLES

There's No Taste Like Home.

We may be biased, but we think home just tastes better here.
From Cabernet to Riesling, and Grenache to Albarino -- #WAwine has your table covered for the WALidays.

Home for the WALidays.

Home for the WALidays is all about bringing people together over good food, great company, and a bottle (or two) from right here at home.
However you celebrate, make sure you celebrate the families and farmers that bring you #WAwine.

WA: A Wine for Every Holiday Table.

However you celebrate -- cozy dinners, family chaos, or festive feasts, there's a Washington wine that fits right in.
And there's nothing better than pouring a wine that was made by Washington farmers and families.

Notes on Hashtags:

Let's keep this campaign connected! All social posts include the @wa_state_wine handle and both the #WAwine and #WALidays hashtags.

Including Links:

Link to your winery store. Encourage your audiences to gift local this WALiday season, which supports WA farmers and families.

VISUAL EXAMPLES

