



KAREN MACNEIL

& COMPANY

WHY IS WINE IMPORTANT?

WINE “OWNS” ROMANCE,
FOOD, NATURE,
HUMAN CONNECTION, AND
EXPERIENCES OF JOY and AWE.

36,500 Opportunities
Per Person Every Decade.

COME
OVER
OCTOBER





WINE ENTHUSIAST

Total Wine
& MORE

J. LOHR
VINEYARDS & WINES

Jackson
FAMILY WINES

RIDGE
VINEYARDS

FOLIO
FINE WINE PARTNERS

Far Niente
WINE ESTATES



FREIXENET X MIONETTO
USA

VINEPAIR

JOSEPH PHELPS
VINEYARDS

CRIMSON
WINE GROUP

BOGLE
FAMILY
VINEYARDS

Martin Ray
VINEYARDS & WINERY

HESS PERSSON
ESTATES

lyft



Wine Spectator

WINE FOLLY



DONUM.

THE tastingpanel
MAGAZINE

THE SOMM JOURNAL

TRINCHERO
Family Estates

M-S WALKER
SINCE 1933

oregon
wine BOARD

SYMINGTON
Family Estates



PALM BAY
INTERNATIONAL



napa valley vintners

PRESCRIPTION
VINEYARDS

LLOYD
BY: Robert Lloyd

WALLA WALLA VALLEY WINE



Ponzi
VINEYARDS
EST. 1976 - OREGON





A TIME, AN ACTION,
AND A REASON.

Retailers

Kroger's



Constellation Brands, a patron sponsor, launched a highly effective Come Over October campaign to drive sales at Kroger supermarkets. According to John Beese, Director of Strategic Accounts at Constellation, the 600 participating stores significantly outperformed those that did not take part. The campaign achieved over 80% execution levels on featured items and strategically aligned with key seasonal occasions, including fall gatherings, Halloween, and the lead-up to winter holidays. Constellation's pricing initiatives helped counter price increases from the previous year, ensuring competitiveness. Additionally, participating brands benefited from in-store media support, including radio segments featuring Karen MacNeil and other targeted marketing tactics, further amplifying the campaign's success.

Promoted Items - Total Kroger	Change	Promoted Items - COO Stores Only	Change	Variance
Kim Crawford Sauvignon Blanc 750 ml	13.40%	Kim Crawford Sauvignon Blanc 750 ml	18.90%	+5.50%
Meiomi Pinot Noir 750 ml	-1.77%	Meiomi Pinot Noir 750 ml	4.50%	+6.27%
The Prisoner Red Blend 750 ml	-3.42%	The Prisoner Red Blend 750 ml	7.30%	+10.72%

Retailers



Benchmark Wine Group

“I’m excited to share some highlights from our "Come Over October" campaign, which delivered exceptional engagement and generated over \$11K in sales across four campaigns. Our open and click-through rates surpassed expectations, averaging over 34%, reflecting the strength of our efforts and the impact of our branding collaboration with Karen MacNeil. This success underscores the effectiveness of our strategy and the synergy between our teams. Thank you for your continued support—we look forward to making Share & Pair Sundays just as compelling as Come Over October.”

*- Jen Saxby
Senior Sales & Marketing Manager*



BENCHMARK
WINE & SPIRITS



Share & Pair Sundays

By Come Over October™



Roll Up Banner



LOVE WINE?

Come Over & Celebrate this October!



Scan to learn more about the campaign!
www.ComeOverOctober.com

Remember to enjoy wine in moderation.

Poster



LOVE WINE?

Come Over & Celebrate This October!

Come Over October is a national campaign encouraging wine lovers to invite friends, colleagues, and family to "Come Over" during the month of October to share some wine & time in a relaxed, fun outdoor setting. An outdoor event is essential for getting the most out of October. To share some wine & time in a relaxed, fun outdoor setting, visit www.ComeOverOctober.com for ideas, tips and more.

Don't forget to tag us @comeoveroctober and share your Come Over October celebration!



in f @

@comeoveroctober

come together

A COMMUNITY FOR WINE

Aisle



LOVE WINE?

Come Over & Celebrate this October!



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www.ComeOverOctober.com

come together

A COMMUNITY FOR WINE



LOVE WINE?

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come together

A COMMUNITY FOR WINE

Rack Card



LOVE WINE?

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FOLLOW US!
[@ComeOverOctober](https://www.instagram.com/ComeOverOctober)

LOVE WINE?

Come Over & Celebrate this October!



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Postcard

info@*a*comeoveroctober.com

info@*a*cometogetherforwine.com

CONTACT US

info@comeoveroctober.com

Karen MacNeil

karen@karenmacneil.com

Kimberly Charles

kcharles@charlescomm.com

Gino Colangelo

gcolangelo@colangelopr.com

Barbara Fitzgerald, Project Manager

barbara@cometogetherforwine.com



**Share & Pair
Sundays**

By Come Over October™



