

Lodi Wine & Chocolate **OVERVIEW + GUIDE**

Lodi Wine & Chocolate is our annual, signature expression of what makes Lodi special: its people, its wines, its heritage, its warmth, and its sense of community. Every decision, from marketing to hospitality to winery participation, should reinforce this core identity and reflect the values that set Lodi apart in the world of wine.

Core Message

Lodi Wine & Chocolate exists to celebrate Lodi's people, heritage, and wine through a welcoming, sensory-rich experience that connects visitors with the heart of our region.

More than a festival, the event is a catalyst for regional awareness, return visitation, winery discovery, and long-term economic and brand growth.



Our Position

What sets our event apart—without comparison or exclusion.

Lodi Wine & Chocolate is Northern California's most welcoming wine weekend—an immersive, joy-filled experience where guests explore Lodi's diverse wines, enjoy artisan chocolate, and connect directly with the winemakers, growers, and families who make this region exceptional.

Unlike exclusive, reservation-driven wine tourism, this event invites everyone—new explorers and seasoned enthusiasts alike—to feel the warmth, hospitality, and community at the core of Lodi wine country.

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Key Messaging Pillars

Heritage & Community

Lodi Wine & Chocolate honors decades of agricultural tradition, multigenerational families, and the collaborative spirit that defines the region.

Message: *This event tells the story of who we are and where our wines come from.*

Exploration & Discovery

The event invites curiosity: tasting new varietals, visiting new wineries, meeting winemakers, and exploring Lodi at your own pace.

Message: *Discover the depth, diversity, and creativity of Lodi wines.*

Approachability & Warm Hospitality

Lodi is the friendliest wine country in California: come as you are, learn as you go, and enjoy every moment.

Message: *Wine country for everyone—no reservations required.*

Quality & Craft

Artisan chocolate pairings, thoughtful experiences, and carefully crafted wines elevate the weekend beyond a simple tasting event.

Message: *This is a curated, high-quality celebration of Lodi's craftsmanship.*

Regional Impact & Stewardship

Proceeds support sustainable viticulture, educational programs, vintner and grower resources, and long-term regional marketing.

Message: *Every ticket supports the future of Lodi wine.*

Winery Guidance

Do's:

- Highlight your story: family, farming, heritage, craft
- Offer your best hospitality & prepare staff for high-traffic, first-time visitors
- Showcase discovery wines (unique varietals, small lots, limited releases)
- Ensure chocolate selections complement the elevated, artisanal spirit of the tasting
- Reinforce the broader Lodi brand in messaging and experience
- Use consistent branding provided by the Commission

Don'ts

- Treat the event solely as a transactional moment
- Overemphasize exclusivity or high-end reservation-only culture
- Understaff or offer lower-tier experiences that harm perception
- Miss opportunities to convert guests into long-term visitors or members

Communicating *the* **EVENT**

This toolkit equips you with streamlined messaging, visuals, and best practices to elevate Lodi Wine & Chocolate with excitement, unity, and true Lodi hospitality.



Website, Format + Ticketing

Website

The official event website URL is:

lodiwineandchocolate.com

Event Format

Saturday (Winery Tours)

A self-guided “passport-style” tour (11:00 AM–4:00 PM) across 30+ participating wineries where guests taste wines and enjoy chocolate treats at their own pace.

Sunday (Winemakers Toast)

A curated tasting event (11:00 AM–1:30 PM) held at a central venue (Appellation Lodi – Wine & Roses), featuring white, rosé, sparkling, and red wines from 20+ wineries, paired with small bites and artisan chocolate.

Tickets

Saturday (Winery Tours)

\$75 per person. Includes a 15-oz stemless wine glass, chocolate treat, and admission to all participating wineries. There is no charge and no ticket required for Designated Drivers.

All purchasers can save \$20 per ticket with code **SWEETDEAL20** until 11:59 PM PT 12.31.25.

Wine club members of your winery can save \$10 per ticket with code **[your unique code]**, until 11:59 PM PT 02.13.26. Your unique code will be provided to you within the coming weeks.

Sunday (Winemakers Toast)

\$95 per person. Includes a 19.5-oz long-stem wine glass, wine tastings, and small bites.

Hashtags, Tone + Taglines

Hashtags

Use event hashtags to unify conversation, boost visibility, and encourage sharing.

Primary

Official hashtags. Used in every post about the event. Unify content, making it easy for audience to follow event updates and engage in one central conversation.

#LodiWineandChocolate

#LodiWine

#TheresSomethingHappeningHere

Secondary

Supporting hashtags. Used alongside primary hashtags to highlight themes, audiences, or topics related to the event. They help extend reach by connecting the content to broader or more niche communities.

#DrinkLodiWine

#ValentinesWeekend

#LodiCA

#CaliforniaWine

#VisitLodi

#WineandChocolate

#WineFestival

#WineLover

#WineCountry

Tone + Taglines

Use the following event taglines and tone of voice in your posts, ads, and signage. These guidelines ensure all promotions reflect a unified message and maintain consistent event branding.

Taglines

- “Sip. Savor. Celebrate — in Lodi!”
- “Wine, Chocolate, and Good Company. Your Ticket to Lodi Fun!”
- “All Welcome. All Participating Wineries. All Weekend. Grab Your Ticket!”
- “Your Weekend, Your Way — Wine, Chocolate, Community”

Tone + Voice

Explorative, Established, Grounded, Refined, Community-Forward



Graphics + Photography Library

Our graphics and photography library provides ready-to-use assets to help you share Lodi Wine & Chocolate with consistency and ease.

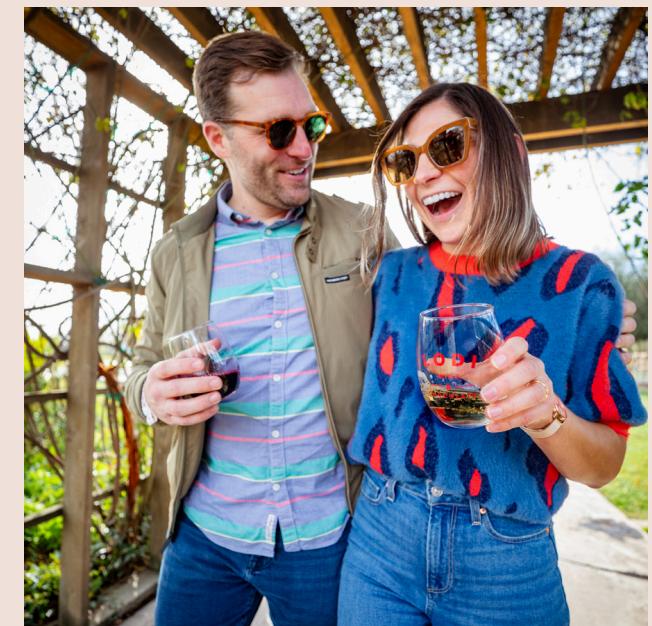
Graphics are provided for digital use in RGB as PNG files. If you need alternate file types (EPS, JPEG) in CMYK or PMS, please see the 'Support' section on page 14.

Use the following link to access and download these resources:
GRAPHICS & PHOTOGRAPHY LIBRARY



Primary Logo

This is the primary logo and should be used when introducing the brand. The primary mark should be used in one color: light purple, coral, blue, black, or white.



Secondary Logo

This is the secondary logo and can be used if "weekend" is not indicated in the messaging of a given collateral piece.



Color Usage

Only use white reversed logo on approved brand colors, or sparingly over photography that isn't too light or busy.



Graphics

Use graphics in approved brand colors only and sparingly as a supporting graphic element.



Color Palette

Light Purple

#BA4464

RGB: (186, 68, 100)
CMYK: (23, 87, 46, 0)

Tan

#EFE1D9

RGB: (239, 225, 217)
CMYK: (5, 8, 9, 0)

Coral

#F06068

RGB: (240, 96, 104)
CMYK: (0, 76, 43, 0)

Blue

#2F2D47

RGB: (47, 45, 71)
CMYK: (84, 80, 42, 37)

White

#FFFFFF

RGB: (255, 255, 255)
CMYK: (0, 0, 0, 0)

Sample Copy

Use these sample copy snippets as-is or customize them to fit your brand. Simply plug them into your posts, emails, or promotions to share the Lodi Wine & Chocolate message effortlessly.

Social Saturday Winery Tours

- Wine + chocolate + [your winery name] = the perfect Valentine's weekend. ❤️🍷 We're participating in Lodi Wine & Chocolate Winery Tours on Saturday, February 14! Grab your event ticket and visit us along with all the other participating wineries. Your ticket gets you into every stop. Sip, savor, and explore at your own pace – enjoy the journey! #LodiWineAndChocolate #LodiWine #TheresSomethingHappeningHere #DrinkLodiWine
- Planning your Wine & Chocolate Weekend tour? Make [your winery name] one of your stops! 🍫🍷 On Saturday, February 14, your event ticket is your all-access pass to explore us and all participating Lodi wineries. We're rolling out the welcome mat with [mention your specific offerings: chocolate pairings/live music/special tastings/etc.]. Come discover what makes us special! #LodiWineAndChocolate #LodiWine #TheresSomethingHappeningHere #DrinkLodiWine
- Add us to your Lodi Wine & Chocolate Weekend itinerary! 🚶 We're one of the participating wineries on Saturday, February 14. Here's what we're offering: 🍷 [Your wine selections/featured pours] 🍫 [Your chocolate pairing details] 🎵 [Live music/entertainment if applicable] ✨ [Special features: tours, food, vendors, etc.] Grab your event ticket and explore us plus all the other amazing Lodi wineries at your own pace. See you Saturday! #LodiWineAndChocolate #LodiWine #TheresSomethingHappeningHere

IG + FB Ideas

Reels + Stories

- Behind-the-Scenes wine & chocolate pairings or prep, decorating your tasting room, or setting up your pouring station(s)
- [Owner/Winemaker/Staff] interviews: favorite wine & chocolate pairing, what they're excited about, what to expect at your winery
- Chocolate & Wine Pairings – Wine being poured, chocolate tasted, reactions
- Event day-of excitement – In-the-moment guests laughing, sipping; time-lapse of tasting room set-up
- Teasers, Countdowns, Polls

Posts + Carousels

- "What We're Pouring/Serving" Carousel
- "5 Reasons to Visit [Your Winery]"
- "3 Things We Love About Lodi Wine & Chocolate"
- Meet the [Owner/Winemaker/Staff] interviews
- Behind-the-Scenes

Sample Copy *(cont.)*

Social *(cont.)*

Sunday Winemakers Toast

- Meet us at the toast! 🍷 Our winemaker [Name] will be pouring at Lodi Wine & Chocolate Winemakers Toast on Sunday, February 15. Join us and 20+ other Lodi wineries at the beautiful Appellation Lodi – Wine & Roses Garden Ballroom for an elegant afternoon of sparkling, white, rosé, and red wines paired with culinary creations by Chef Charlie Palmer's team. Stop by our table, we'd love to share our story and pour you something special. Get tickets: lodiwineandchocolate.com. #LodiWineAndChocolate #LodiWine #TheresSomethingHappeningHere #DrinkLodiWine #WinemakersToast
- Taste our wine lineup at Lodi Wine & Chocolate Winemakers Toast! 🍷 We're bringing [mention 2-3 wines you'll pour] to this elegant showcase on Sunday, February 15. Sip alongside wines from 20+ Lodi wineries, enjoy culinary pairings from Chef Charlie Palmer's team of Appellation Lodi – Wine & Roses, and experience the best of what our region has to offer, all in the stunning Garden Ballroom. Can't wait to pour for you! Get your tickets at lodiwineandchocolate.com. #LodiWineAndChocolate #LodiWine #TheresSomethingHappeningHere #DrinkLodiWine #WinemakersToast
- You're invited to raise a glass with us! 🍷 We're honored to be part of Lodi Wine & Chocolate Winemakers Toast on Sunday, February 15, an elegant gathering of 20+ local wineries at the beautiful Appellation Lodi – Wine & Roses Garden Ballroom.

What to expect:

- 👉 Sparkling, white, rosé, and distinctive red wines
- 🍴 Culinary pairings by Chef Charlie Palmer's team
- ⭐ The chance to meet winemakers and taste our [mention featured wine/category]

We'll be there pouring [mention what you're pouring]. Come say hello!

Sunday, Feb 15 | Tickets required: lodiwineandchocolate.com

#LodiWineAndChocolate #LodiWine #TheresSomethingHappeningHere #WinemakersToast #DrinkLodiWine

Sample Copy *(cont.)*

Social *(cont.)* Entire Weekend

- Lodi Wine & Chocolate tickets are officially on sale!  Find us at both events February 14-15:

Saturday Winery Tours Stop by our tasting room at [address] for chocolate pairings, [your features], and award-winning wines. Your ticket gets you into all participating wineries.

Sunday Winemakers Toast Our winemaker will be at Appellation Lodi – Wine & Roses Garden Ballroom pouring [featured wines] alongside 20+ other Lodi wineries with culinary pairings.

Grab your tickets: lodiwineandchocolate.com

#LodiWineAndChocolate #LodiWine #TheresSomethingHappeningHere #GetYourTickets

- Mark your calendars!  The weekend of February 14–15 brings together wine lovers, chocolate fans, and foodies for Lodi Wine & Chocolate and we're excited to be part of it!

 Visit us Saturday for [your activities].

 On Sunday, visit Winemakers Toast for wines from 20+ Lodi wineries, culinary pairings by Chef Charlie Palmer's team of Appellation Lodi – Wine & Roses, and the chance to meet winemakers up close.

Tickets are going fast. Grab yours at lodiwineandchocolate.com and share the weekend with friends!

#LodiWineAndChocolate #LodiWine #TheresSomethingHappeningHere #GetYourTickets #DrinkLodiWine

Sample Copy *(cont.)*

Social (cont.) **Entire Weekend**

- Wine + chocolate + great company = a weekend to remember! 🍫🍷 Join us at Lodi Wine & Chocolate on Saturday, February 14 and Sunday, February 15.

✨ Saturday: explore participating wineries (including us!) — sip, savor and enjoy wine and chocolate pairings at your own pace during Winery Tours.

👉 Sunday: meet winemakers and taste curated wines with gourmet bites at Winemakers Toast.

Get your tickets now and make the most of the weekend: lodiwineandchocolate.com.

#LodiWineAndChocolate #LodiWine #TheresSomethingHappeningHere #DrinkLodiWine

Support

We're Here To Help

For questions about Lodi Wine & Chocolate messaging, graphics, or implementation, contact the Lodi Winegrape Commission team. We're here to help you make the most of this regional event.

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Together, We Rise

Lodi Wine & Chocolate shines a light on what sets Lodi apart: genuine hospitality, remarkable wines, and a community that welcomes all. The event gives each winery a chance to share its story and contribute to the region's collective charm.

Our goal is to grow the entire region's visibility and appeal. When we present Lodi as approachable, memorable, and full of heart, every winery gains — and **our shared impact multiplies**.