

## Email Blurbs to include in Newsletters/Emails

General:

### 1. **Explore the Cheers! Trail**

Discover Hendersonville's award-winning breweries, wineries, cideries, and meaderies with the Cheers! Trail Passport. Collect points as you sip, and earn a prize once you've completed your tasting tour! Get your passport here:

<https://visithendersonvillenc.org/postings/cheers-trail-pass>

### 2. **Get Rewarded for Tasting Local**

Have you picked up your Cheers! Trail Passport yet? Collect points here and at other local craft beverage locations for and win Cheers! Trail swag! Grab your passport here: <https://visithendersonvillenc.org/postings/cheers-trail-pass>

### **For a Cidery:**

#### **Sip, Win, and Celebrate!**

Join the fun on the Cheers! Trail and collect your points at [Cidery Name]! The Cheers! Trail Passport guides you to Western North Carolina's best craft beverages, and cider lovers are in for a treat. Complete your passport and earn special prizes—just for enjoying local flavor.

<https://visithendersonvillenc.org/postings/cheers-trail-pass>

### **For a Winery:**

#### **Cheers to Local Wine Adventures**

We're proud to be part of the Cheers! Trail—Hendersonville's official tasting trail featuring wineries, cideries, breweries, and more. Stop by [Winery Name], check-in and get your points, and continue your journey through local terroir. Start sipping:

<https://visithendersonvillenc.org/postings/cheers-trail-pass>

### **For a Brewery:**

#### **Tap Into the Cheers! Trail**

Raise a glass and get your Cheers! Trail Passport stamped at [Brewery Name]! With each stop along the trail, you get one step closer to fun prizes and a full experience of Hendersonville's craft beverage scene. Ask about the passport during your next visit:

<https://visithendersonvillenc.org/postings/cheers-trail-pass>

*\*These are all samples, please feel free to create your own captions and text as well! Be sure to include the link to the pass if creating your own.*