

Social Media Caption Samples

1. 🍷 Sip. Check-In. Win!

The Cheers! Trail Passport just went digital — making it easier than ever to explore Hendersonville’s incredible craft beverage scene.

Sign up for FREE and start earning prizes with every stop!

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

2. We’re a stop on the Cheers! Trail 🍷🍹

Check-in with your new digital Cheers! Trail Passport next time you visit — it’s free, easy, and gets you closer to fun prizes!

📍 Grab yours here: <https://visithendersonvillenc.org/postings/cheers-trail-pass>

3. 🎉 The Cheers! Trail Passport is now digital!

✅ Sign up

🍷 Check in at spots like [Your Business Name]

🎁 Win prizes

Free to use and fun to complete. Grab yours now!

🔗 Link in bio or visit: <https://visithendersonvillenc.org/postings/cheers-trail-pass>

4. On the Trail? Check in here! ✅

Use the digital Cheers! Trail Passport and get one sip closer to prizes:

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

5. Cider, Wine & Dine Weekend Caption

Sip smarter this Cider, Wine & Dine Weekend!

Explore Hendersonville’s incredible wineries and cideries, while checking in with the new digital **Cheers! Trail Passport** — it’s free, easy, and gets you closer to prizes with every stop.

📱 Sign up before your first sip:
<https://visithendersonvillenc.org/postings/cheers-trail-pass>

6.

Winery Caption:

Sip. Win. Savor. 🍇

Get your Cheers! Trail Passport stamped at [Winery Name] and discovered the best of Hendersonville’s wine scene.

**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.*

Brewery Caption:

Craft beer lovers—this one's for you! 🍺

Grab your Cheers! Trail Passport, check-in at [Brewery Name], and drink your way to prizes!

Cidery Caption:

Crisp, local, and oh-so-refreshing. 🍷 🍏

Get your Cheers! Trail Passport stamped at [Cidery Name] and taste your way through Hendersonville's cider scene!

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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>

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