

How do you define the flavor of a city? In Charlotte, it's told through chefs, bartenders and culinary creators like you. From March 11-28, 2026, you are a key part of bringing this story to life through Savor Charlotte, a citywide invitation to explore exclusive menus, immersive tastings and hands-on culinary experiences.

Thank you for submitting your exclusive offers and experiences. As a participating restaurant or bar, your craft helps shape the Queen City's culinary scene, and the Charlotte Regional Visitors Authority is here to help you spread the word.

To inspire locals to step outside their culinary comfort zones and encourage visitors to experience Charlotte's unique food and drink scene, we've created this social media toolkit. Here you'll find sample posts and graphics designed to help you engage your audience, build excitement and drive reservations.

For Instagram in-feed posts:

Be sure to include a link to your reservation system or savorcharlotte.com in your Instagram bio and reference when you post as "link in bio".

To maximize visibility and engagement, we encourage you to use Instagram's Collab feature when posting about your Savor Charlotte experience. By inviting [@charlottesgotalot](https://www.instagram.com/charlottesgotalot) as a collaborator, your post will appear on both your feed and ours, helping to reach a wider audience. While not required, this is a great way to amplify your participation and connect with more food lovers across the city.

For Instagram Stories, Facebook Stories, Facebook in-feed and X posts

Please include a link to your reservation system or savorcharlotte.com in the post.

Follow & Tag Charlotte Regional Visitors Authority on Social Media

Instagram:	@charlottesgotalot	Hashtags:	#charlottesgotalot
Facebook:	@Charlottesgotalot		#savorcharlotte
X:	@charlottgotalot		

Key Savor Charlotte Messages

- Savor Charlotte is a citywide celebration of the Queen City's culinary storytellers—the chefs, bartenders, and artisans who define our flavor. From March 11-28, guests can explore exclusive menus, immersive tastings, and hands-on experiences that showcase Charlotte's dynamic food and drink scene.
- During Savor, Charlotte's culinary community unites to offer one-of-a-kind dining experiences, inviting locals and visitors to discover the artistry and passion behind every plate and pour.
- Savor Charlotte is more than a dining event—it's an invitation to taste the city through the vision and craft of those who shape it. Whether it's a chef-led tasting, a unique experience, or a signature menu, each offering tells a story of creativity, culture, and innovation.

Copy

Announce

- Join us in celebrating Savor Charlotte, a celebration of the Queen City's culinary culture with exclusive menus and experiences. We're offering up {INCLUDE YOUR OFFER DETAILS HERE}. When making your reservation, use code: SAVOR.
- Something special is cooking for Savor Charlotte! From March 11-28, we're offering {INCLUDE YOUR OFFER DETAILS HERE} as part of this citywide celebration of flavor. Stay tuned for details!
- We're proud to be part of Savor Charlotte, a celebration of the city's culinary artistry. On {DATE & TIME}, we invite you to experience {EXPERIENCE NAME}, a one-of-a-kind {EXPERIENCE TYPE} showcasing {SPECIAL DETAILS—e.g., a curated tasting, chef-led class, exclusive pairing menu}. Limited reservations available—secure your spot: savorcharlotte.com. #SavorCharlotte @charlottesgotalot

Promote

- We're one week away from the start of Savor Charlotte, a food & drink celebration curated by Charlotte's culinary community. Make reservations now to try our {INCLUDE YOUR OFFER DETAILS HERE}. Check out the full lineup at: savorcharlotte.com @charlottesgotalot #savorcharlotte
- In one week, we open our doors for a special #SavorCharlotte experience: {EXPERIENCE NAME}. This exclusive {EXPERIENCE TYPE} is designed to highlight the craftsmanship and creativity behind what we do. Join us for an unforgettable evening—reserve your spot now. #SavorCharlotte @charlottesgotalot
- Ever wonder what goes into crafting the perfect {MENU ITEM/EXPERIENCE}? Our team is hard at work preparing something special for Savor Charlotte! Join us March 11-28 and experience {INCLUDE YOUR OFFER DETAILS HERE} for yourself.

First Day

- Savor Charlotte starts TODAY! We're serving up {INCLUDE YOUR OFFER DETAILS HERE} as part of this unforgettable culinary celebration. Don't miss your chance to experience it! Make your reservation now: savorcharlotte.com.
- Tonight, we welcome guests for {EXPERIENCE NAME}, an experience crafted exclusively for Savor Charlotte. We look forward to sharing this moment, celebrating the flavors and stories that define our city. #SavorCharlotte @charlottesgotalot

One Week Left

- There's only one week left to experience Savor Charlotte! If you haven't made your reservation yet, now's the time! We're offering {INCLUDE YOUR OFFER DETAILS HERE}. @charlottesgotalot #savorcharlotte