



Welcome to this week's *Spotlight* on Wine Country Ontario!

Spotlight on Wine Country Ontario highlights social media coverage and mentions for WCO activities, including programs and events, generated by the WCO team and Veritas. Each week we will provide insight on our most successful posts, interesting consumer interactions, community growth and relevant news or events. Enjoy!

Upcoming Content, Promotions and Events:

Next week we have some great content lined up including:

- * Daily content for Ontario Wine Week (#OntarioWineWeek)
- * New Vintage Festival Tailgate Party content (#NewVintageFestival & #TailgatePartyNV)
- * Father's Day creative image
- * Sip & Savour Ontario live tweeting (#SipandSavourON)

Highlight Of The Week:

This week's highlight was the impressive level of engagement with @WineCountryOnt and love for Ontario wine experienced during the 2013 Wine Bloggers Conference in Penticton, BC! On the agenda for June 7th was lunch with Wine Country Ontario where five varieties of excellent Ontario wines were served to bloggers attending the conference. Countless North American bloggers shared their appreciation for Ontario VQA wine, many of which were new to what Ontario has to offer! The presence at #WBC13 also contributed to a spike in new Twitter followers this week which put @WineCountryOnt just shy of hitting 7,000 followers! The Wine Country Ontario Twitter account has attracted roughly 1,000 new followers (16% increase) since only February 2013!



Wine Country Ontario
@WineCountryOnt

Lovely RT @WineJulia The lunch line-up
@speckbros @kacabavineyards
@diamondstates @mikeweirwine
@rosehall_run #wbc13
pic.twitter.com/pDInF4rr49

Reply Delete Favorite More



2:57 PM - 7 Jun 13



Lauren Mowery @chasingthevine

7 Jun

Thank you @WineCountryOnt for enlightening us to you fab wines
#wbc13 @HenryofPelham! pic.twitter.com/FGjbMvebwG

View photo



Gwen Wright @devourNconquer

7 Jun

@WineCountryOnt I don't want this cheesecake and Lakeview
Cellars ice wine pairing to end. #WBC13
pic.twitter.com/GuwU66fQ5E

View photo



3cruwines @3cruwines

7 Jun

@WineCountryOnt Thanks for the fantastic lunch and pairings.
Great to show what else Canada has to offer. #WineOclock #wbc13

Expand



lesley trites @gironwine

7 Jun

Impressive lineup of @winecountryont wines with #wbc13 lunch.
instagram.com/p/aRVn

Expand



Bob Halifax @2001bottl

Great of @winecountry
could find Ont wines or
pic.twitter.com/vOEgR1

View photo



Jeannette Montgome

Lovely #ONwine Riesling
#wbc13 lunch with @w
twitpic.com/cw9ga

View photo



Town Hall @TownHallBrands

7 Jun

Lunch c/o @WineCountryOnt @speckbros @KacabaVineyards
@DiamondEstates @Rosehall_Run + Mike Wier #wbc13
pic.twitter.com/QXDHyx50pr

Retweeted by Wine Country Ontario

View photo



Wine Country Ontario @WineCountryOnt

7 Jun

@TravelPenticton Fab to hear! :) [View conversation](#)



Wine Country Ontario @WineCountryOnt

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TY & enjoy! MT @winebcdotcom Bloggers getting a chance to
discover @winecountryont & #bcwine! Some beaut Ontario VQA
wines served at #wbc13

Expand



Wine Country Ontario @WineCountryOnt

7 Jun

@marikane Be sure to tweet us a few pictures. :) [View conversation](#)



Wine Country Ontario @WineCountryOnt

7 Jun

@SFDoug Enjoy! Great menu and wine selection lined up. [View conversation](#)



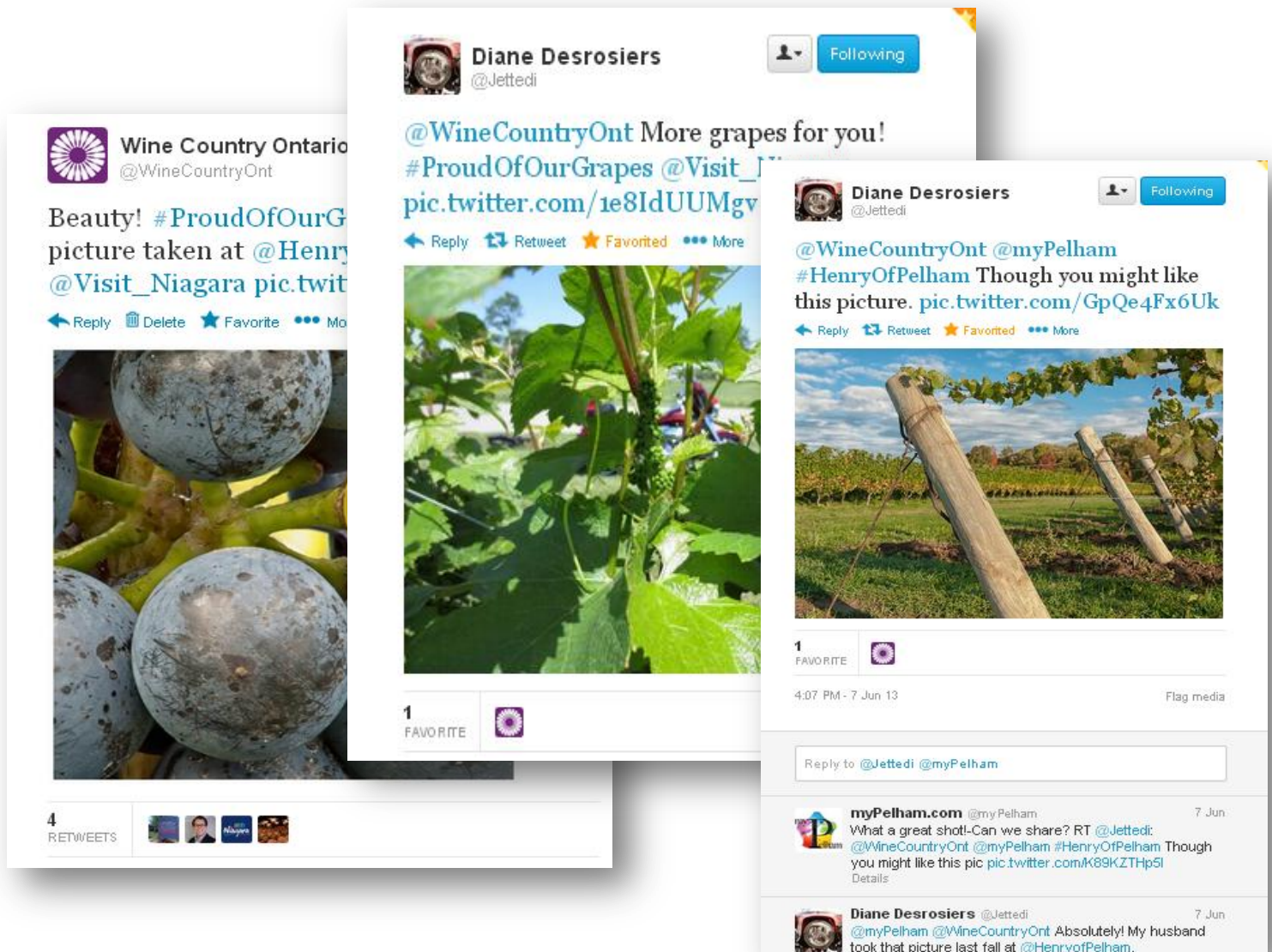
Wine Country Ontario @WineCountryOnt

7 Jun

Our pleasure! :) @rubysuitcase [View conversation](#)

Consumer Engagement:

This week, Diane Desrosiers (@Jettedi: 30) tweeted a number of beautiful pictures of grapes and vines from Henry of Pelham. We engaged with Diane to commend her on the beautiful photos and passion for Ontario vineyards. One photo that we shared with our followers received four retweets including Visit Niagara (@Visit_Niagara: 1,884) and Paul Speck (@SpeckBros: 2,248). Engaging with fans, including those that are new or relatively inactive on Twitter is as important as engaging with influencers and allows Wine Country Ontario to establish itself as an authentic and personable brand.



Social Channel Update:

Facebook Likes: 28,206(+32 Likes)

Twitter Followers: 6,947 (+76 Followers)