



Welcome to the very first *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!

Highlight Of The Week:

This week's highlight was a Facebook post on Tuesday, April 2nd. The content of the post was a wine fact surrounding average room temperature for red wine.

The post was very successful with 19 shares, 38 likes and 4 comments to date! The engagement levels demonstrate that WCO fans are eager to learn more about wine and utilize WCO as a resource for such information.



Consumer Engagement:

This week, our post on the upcoming 5 Star Event on Thursday, April 4th resulted in a positive response and RT from @OggiePR, a Toronto fan, PR professional and local foodie who has over 1000 followers on Twitter. We responded with an equally enthusiastic tweet for the event, which is sure be an amazing experience for all attendees!



Social Channel Update:

Facebook Likes: 27,610

Twitter Followers: 6,342

Coming Up Next Week:

Next week we have some great content lined up including:

- * Tasty wine and food pairings
- * Sandbanks Estate Winery will be profiled for Winery Wednesday
- * The 5 Stars tasting event occurring on Wednesday
- * The Mike Weir documentary will be aired on Wednesday and Saturday
- * We will also be reposting of our video featuring Chef Jason Parsons of Peller Estates talking about wine pairing and local food