

The Wine Country Ontario Hashtag Handbook is a document designed to highlight popular and commonly used hashtags on Twitter relating to Wine Country Ontario programs, events and the wine industry. We hope you will find this document handy to help your social media efforts by using consistent hashtags which will allow your followers and consumers to join the Ontario wine industry conversation.

The handbook is divided into the following categories:

- Wine Country Ontario Program Hashtags
- Commonly Used Consumer and Industry Hashtags
- Event Hashtags
- Regional Hashtags
- Wine Varietal Hashtags

# WINE COUNTRY ONTARIO PROGRAM HASHTAGS

## #WineryWednesday

Every Wednesday, Wine Country Ontario highlights a member winery and all that they have to offer guests and wine fans. The hashtag is now being used by other wine regions as a way to celebrate and promote wineries in those respective regions.

## #Winetip

This hashtag is used alongside serving tips that Wine Country Ontario shares with fans.

## #Winefact

Used for educational wine or regional content as a way of sharing facts and information about Ontario's wine region and the art of enjoying wine.

# #WinePairing

A popular hashtag used for wine pairing content.

#### #DozenRosés

Valentine's Day promotion for Ontario Rosé wine.

#### **#OntarioSparkling**

Hashtag used to signify Ontario sparkling wine along with Wine Country Ontario's Sparkling New Year social program and giveaway.

# #12daysWCO

This hashtag was used alongside a Wine Country Ontario Holiday giveaway promotion that highlighted great holiday gift ideas found in Ontario's wine country. A select group of influential bloggers were chosen to share their ideal gift idea and run a contest for their readers on behalf of Wine Country Ontario.



#### #VQA

This hashtag is used to promote Ontario wine made from 100% Ontario-grown grapes.

#### #Untweetable

This hashtag represents the 2013 Wine Country Ontario advertising campaign.

## #WineCountryOnt

Hashtag used to signify Wine Country Ontario.

### #WCO

Hashtag used for Wine Council of Ontario content to help differentiate the Wine Council from Wine Country Ontario.

# COMMONLY USED CONSUMER AND INDUSTRY HASHTAGS

#### #BCWineChat

This Twitter chat occurs every Wednesday evening at 7pm PST. Each week, the chat covers a variety of unique topics about wine and the BC wine industry.

#### #CDNWine

A widely-used hashtag for tweets about Canadian wine and the Canadian wine industry.

## #GoLocal

Used to celebrate and promote local Ontario wine, food and industries.

#### #LCBOGoLocal

Used as part of a LCBO promotion and celebration of local Ontario VQA wine.

## **#ONWineChat**

Launched in early 2013 by Shawn McCormick from Uncork Ontario, this Twitter chat occurs every Wednesday evening at 10pm EST. Each week the chat covers a variety of unique topics about wine and the Ontario wine industry.

#### #MerlotMonday

This hashtag is used within multiple regions as a way to celebrate Merlot and the love of wine.

### #MyWineShop

Popular hashtag started by the Wine Council of Ontario to help unify conversation and rally support behind private wine shops across the province.

#### #WineWednesday

A popular international hashtag used on Wednesdays while enjoying a glass of wine.



#### **#WSET**

Popular hashtag for the Wine & Spirit Education Trust.

# **EVENTS**

### #NewVintageFestival (June 15-23, 2013)

The Niagara New Vintage Festival celebrates a time of growth and rebirth among Niagara's 14,800 acres of lush vineyards – a testament to the rich soil and unique climate of the region. The festival features two weekends worth of wine and culinary adventures at wineries across Niagara. Please note #DiscoveryPassNV and #TailgatePartyNV are also used for the Discovery Pass Program and Tailgate Party respectively.

## #OntarioWineWeek (Jun. 17-23, 2013)

While no official hashtag seems to be in use, #OntarioWineWeek is recommended to help unify the conversation and spread awareness. Officially declared by the provincial government in June 2005, every third week in June has been proclaimed Ontario Wine Week. This act helps to solidify the recognition of wines produced in Ontario.

### #SipandSavourON (Jun. 19, 2013)

Sip & Savour Ontario is dedicated to bringing education, support and accessibility of Ontario's local wine, culinary and agricultural industries to the public, all in support of Houselink. The event showcases the incredible quality and homegrown flavours available in Ontario.

#### **#JTamp (June-September 2013)**

The Jackson-Triggs Summer Concert series in its open-air amphitheatre is offered June through September. The event is known for its unsurpassed combination of award-winning wines, gourmet food, and the performing arts.

#### **#LGWineAwards (June/July 2013)**

Aiming to promote Ontario viticulture and winemaking, The Ontario Lieutenant Governor's Wine Awards program recognizes and honours VQA Ontario wines that are made from 100% Ontario-grown and processed grapes.

### #TriusJazz/#TriusBlues (July 13, 2013 & August 10, 2013)

Trius Jazz and Blues at the Winery has been bringing premiere Canadian talent to Niagara Wine Country for 24 years. Celebrate Jazz and Blues at the Winery with fine wines, great local cuisine and spectacular music.

### #i4c2013 (July 19-21, 2013)

The International Cool Climate Chardonnay Celebration (the i4c) has become one of Canada's premiere wine and culinary events. This 3-day weekend showcases eleven events at stunning locations in the heart of Wine Country Ontario, from elegant vineyard luncheons to festive evening showcase tastings. Attendees can taste Chardonnays from 62 of the world's foremost winemakers.



### **#NiagaraPassion (August 2013)**

A celebration of food, wine and music, Passion is a Niagara attraction that brings together some of the finest foods and wines from the Niagara Region.

## #ErieWineFest (Sept. 5-8, 2013)

While no official hashtag appears to be in use, #ErieWineFest is recommended to help unify conversation and help promote the Shores of Erie International Wine Festival.

### #NiagaraWineFest (Sept. 14-29, 2013)

While no single hashtag appears to dominate the conversation, #NiagaraWineFest is recommended as an ideal hashtag to help unify the social conversation around the amazing Niagara Wine Festival. Please note #DiscoveryPassNWF and #AllAccessNWF are also used for the Discovery Pass Program and the All Access Lounge, respectively.

### **#TasteOntario (October 2013)**

This hashtag is used for the popular taste-and-buy event from the LCBO Vintages and Wine Country Ontario.

### #PinotAffair (Oct. 19-20, 2013)

Visit Niagara in October for intimate tastings, lusty food & wine pairings and more. Learn first-hand from those who make the wine why they only have eyes for Pinot Noir.

### #OttWineFood (Oct. 31-Nov.3, 2013)

The Ottawa Wine and Food Festival is a popular food and drink festival that occurs every fall in Ottawa. The 2012 festival included over 200 exhibitors and 24,000 attendees.

## #GFWE (Nov. 14-17, 2013)

The Gourmet Food & Wine Expo occurs every November in Toronto and offers over 40,000 guests an unparalleled opportunity to sample over 1,500 fine wines, beers and spirits from around the globe. The Expo embraces the sophistication of a cocktail party paired with unprecedented educational opportunities and compelling feature areas.

## #TCM13 (Nov. 29-Dec. 15, 2013)

The annual Toronto Christmas Market captures all of the tradition, heritage and charm of a European Christmas Market but can be found downtown Toronto in the historic Distillery District.

### **#NOTLStocking (December 2013)**

No official hashtag appears to be in use and so #NOTLStocking is recommended to help unify the social conversation around this event. Each of the 28 Wineries of Niagara-on-the-Lake offer a unique event or wine offer during the Stocking Days of Christmas.

### #NiagaralcewineFest (Jan. 10-26, 2014)

Wine Country Ontario is home to Niagara's annual Icewine Festival, one of Canada's most cherished and well-known festivals. Every January, the region turns into a wintry wonderland of Icewine sensations and unforgettable Icewine-inspired experiences. Please note #NiagaraIcewineGala and #IcewineDiscoveryPass are used for the signature Gala event and Discovery Pass Program respectively.



## #WinterWineFest (Jan. 11-12, 2014)

Twenty Valley Winter Wine Fest features over 80 Twenty Valley VQA wines and Icewines, savoury dishes, Celebrity Chefs, winemakers' challenges and an unforgettable evening street party with musical entertainment.

## #Wine&Choc (February 2014)

Once again, no single hashtag appears to dominate the conversation, but #Wine&Choc is recommended as an ideal hashtag to help promote the Days of Wine & Chocolate in Niagara-on-the-Lake.

# **#Festivalofice (February 2014)**

The EPIC Annual Festival of Ice offers a unique experience at each participating winery, featuring: wine sampling and pairing, sweet treats, ice carving, entertainment and more.

### #Cuvee2014 (March 2014)

The 26th annual Cuvée Weekend is a spectacular celebration and showcase of Ontario's wine and culinary scene. Wine fans can tour and taste along the Niagara wine route all weekend and enjoy the best of the best with special Cuvée tastings chosen by the winemakers.

### #FBC2014 (April 2014)

The Food Bloggers of Canada Conference began in 2013 and was created to bring together the diverse Canadian food blogging community for a weekend of networking and learning.

#### #WineandHerb (May 2014)

Celebrate the end of winter with Niagara-on-the-Lake's casual spring celebration of great wine and fresh herbs throughout weekends in May. Attendees can spend a weekend exploring local wineries and enjoying different herb-themed food creations skillfully paired with a premium VQA wine.

### #CountyTerroir (May 2014)

Prince Edward County Terroir Wine Festival is an annual showcase for new County wines presented by the Prince Edward County Winegrowers Association. County wineries introduce their new spring releases and serve their own unique wines paired with delicious cheeses and other gourmet food tastings.

# #GetFresh (May 2014)

Celebrate spring in Niagara's Twenty Valley as you sample new vintage aromatic wines paired with fresh spring flavours from some of the area's premium chefs.

### #ACWC (May 2014)

Established in 1981, the All Canadian Wine Championships has followed the progress of Canada's wine industry from its infancy to where it stands today—vibrant and full of promise.



## #OWA14 (May 2014)

In 1995, Order of Canada recipient, Tony Aspler, founded the Ontario Wine Awards to recognize the growth and quality of the Ontario wine industry. Every spring, the Ontario Wine Awards are held to celebrate the best of Ontario wine.

# #WineTourismDay (May 11, 2014)

The idea of Wine Tourism Day was first discussed and agreed upon by the international wine industry and tourism associations at the 2012 Wine Tourism Conference. Wine Tourism Day is designed to feature the excellent wineries throughout North America, promote the concept of traveling to wine regions on vacation and also highlight the economic impact of wine tourism.

# #ChardDay (May 23, 2014)

May 23 is International Chardonnay Day, a day intended to celebrate the world's most planted grape and also one that kicks off the Summer of Chardonnay as the Cool Climate Chardonnay Celebration approaches.

## #GrazetheBench (June 2014)

Each spring, seven wineries celebrate the Bench region by pouring new and favourite vintages, inviting their favourite chefs to create inspired dishes and adding some live bands into the mix. Graze the Bench has quickly become one of the most popular events in Ontario's wine country.

#### #WBC14 (June 2014)

Wine bloggers, new media innovators, and wine industry leaders assemble an annual International Wine Bloggers Conference to meet, learn and to discuss wine.

## #RE2013 (June 2014)

The 2013 Riesling Experience conference is hosted by Brock University's Cool Climate Oenology and Viticulture Institute (CCOVI) and is a celebration of Riesling's style, structure and purity. The event includes discussions with top experts, followed by a journey through some of Niagara's oldest Riesling vineyards on the second day.



**REGIONS** WINE VARIETIES

#Chardonnay **#OntarioWine** 

**#OntWine** #PinotNoir

#PEC #CabFranc

**#NOTLWine** #CabernetSauvignon

#NOTL #Merlot

#Shiraz #NiagaraWine

#PeleeIsland #Gewurztraminer

**#LENS** #PinotGrigio

#EPIC **#PinotGris** 

#Riesling

#SauvBlanc

#BacoNoir

#Gamay

#GamayNoir

#RoséWine

**#SparklingWine** 

#VidalBlanc

