

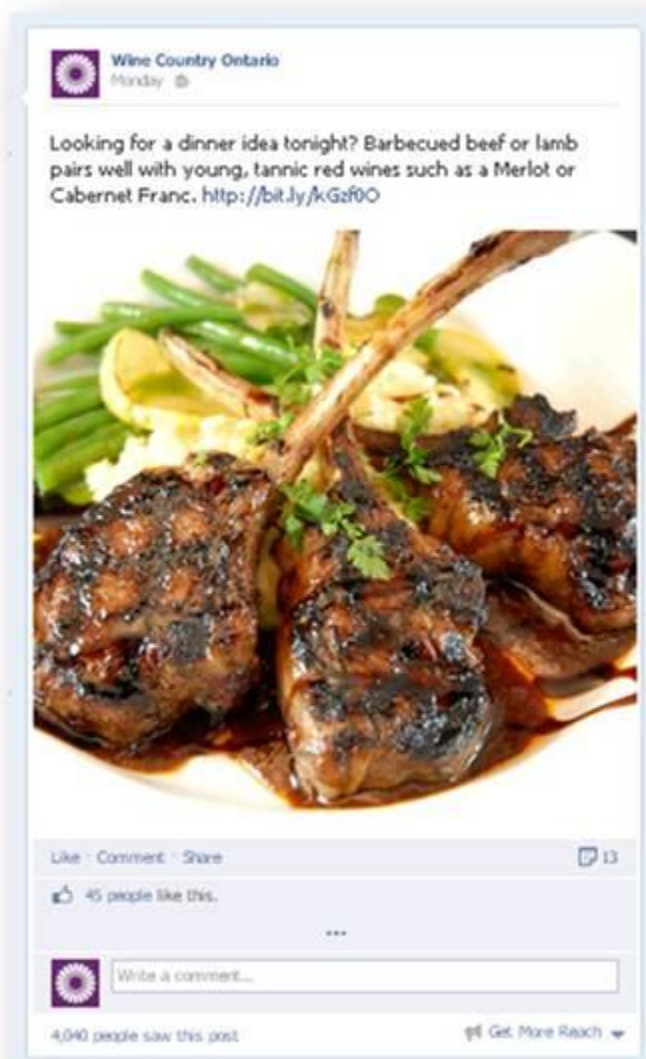


Welcome to this week's *Spotlight* on Wine Country Ontario!

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!

Highlight Of The Week:

This week's highlight was a Facebook post on Monday, April 8th. The content of the post was a wine and food pairing involving barbecued beef or lamb with Merlot and Cab Franc. The post was very successful with 13 shares, 45 likes and 1 comment to date. The engagement levels demonstrate that WCO fans respond well to posts with strong photography and "news you can use" tips such as food and wine pairings.



Consumer Engagement:

This week, @WineCountryOnt responded to a Tweet from an Ontario wine fan and blogger, Jason (@Cono_sur), about his #winpick from the April 2013 Vintages release. His pick was Norman Hardie Pinot and we commented on his great selection! Jason thanked us for our comment while including @Normhardie in the discussion. Jason has 1,706 followers on Twitter and his blog can be read here: vintagewinepicks.blogspot.ca. This engagement provided great exposure for this terrific Ontario winery.



Our Winery Wednesday post this week on Sandbanks Estate Winery also resulted in high engagement levels with fans on Twitter and Facebook. The Facebook post generated 29 likes and 7 very positive comments. Sandbanks also thanked @WineCountryOnt for the mention on Twitter.





Social Channel Update:

Facebook Likes: 27,663 (+53 Likes)

Twitter Followers: 6,386 (+44 Followers)

Coming Up Next Week:

Next week we have some great content lined up including:

- * Tasty wine and food pairings
- * Palatine Hills Estate Winery will be profiled for Winery Wednesday
- * Interesting wine fact about Gewürztraminer
- * Fun creative image celebrating the weekend and Ontario wine