



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 post on Monday, May 27th which featured an interesting wine fact about cooler wine regions and Ontario wine. The post was very successful with 69 likes, 14 shares and 5 comments to date! Those pages that shared the image included the *EPIC Wineries* page and the *Grange of Prince Edward Vineyards & Estate Winery* page, among others. The success of the post demonstrates that interesting educational content can prove to be just as popular with fans as sharing images or videos.



Consumer Engagement:

This week, our Facebook post on Sunday, May 26th about Ontario wine drinking choices resulted in very high engagement levels with 28 comments and 13 likes! The success of the post shows that fans respond well to laidback conversational content on weekends when they are relaxing and enjoying a glass of Ontario VQA wine. It also demonstrates that this type of content is effective at generating social conversation that goes beyond Facebook likes.

**Wine Country Ontario**
Monday near Toronto 🍷

Did you know? Wines grown in cooler regions, such as Ontario, tend to be complex and balanced, with higher acidity and more mineral flavours—making them the most food-friendly wines in the world.

Like · Comment · Share 14

👍 69 people like this.

💬 View 3 more comments

**Jan Morrison** I'm surprised about the acidic part.
Like · Reply · Monday at 8:40pm via mobile

**Artisan Wines Inc** I did know that
Like · Reply · Monday at 10:03pm



**Peter Vardja** Coyote's Run pinot noir
Unlike · Reply · 👍 1 · May 26 at 3:43pm via mobile

**Shaylah J Lukas** Tawse 😊
Unlike · Reply · 👍 1 · May 26 at 3:38pm

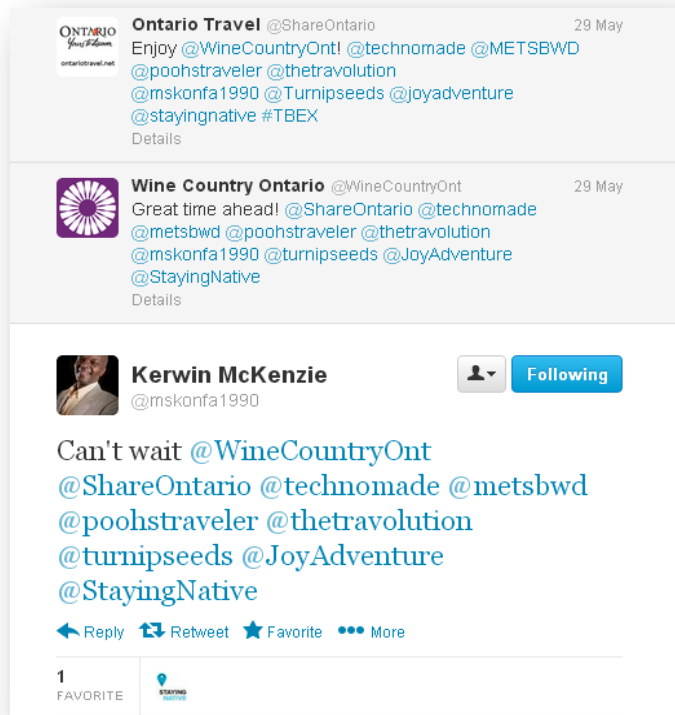
**Anna-Marie Carreiro** Inniskillin Merlot
Unlike · Reply · 👍 1 · May 26 at 3:35pm via mobile

**Ray Johnston** Thirty Bench Riesling 2012. On sale at The Wine Shop for \$17.95 til tomorrow. ✕
Like · Reply · 👍 1 · May 26 at 3:33pm via mobile

**Narek N. Holland Marsh Wineries** white cuvee! Riesling & Vidal blend awesome wine.
Like · Reply · May 26 at 10:00pm via mobile

**Whitney Marcus** We're having Megalomaniac Riesling. A fav of ours - winery and wine!
Like · Reply · May 26 at 8:27pm via mobile

Another highlight of the week included engagement with TBEX bloggers on Twitter that were visiting Ontario's wine country as part a TBEX FAM tour with Wine Country Ontario, OTMPC and Tourism Toronto.



Social Channel Update:

Facebook Likes: 28,134(+54 Likes)

Twitter Followers: 6,821 (+62 Followers)

Coming Up Next Week:

Next week we have some great content lined up including:

- * Cornerstone Estate Winery will be profiled for Winery Wednesday
- * Tasty wine and food pairings
- * Niagara New Vintage Festival content
- * Wine fact about unoaked wines