



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 Thursday, April 18th. The post was a wine fact about Gewürztraminer, and it generated 15 comments, 56 likes and 13 shares to date. Konzelmann Estate Winery also commented on the post with a friendly German salutation. The engagement levels demonstrate that simple educational posts can be very popular with fans, when they are interesting and informative.



Consumer Engagement:

This week, there was a great amount of activity on Twitter with the Canadian Food Blogger's Conference (#FBC2013) that occurred this past weekend. With Wine Country Ontario's role as the primary wine partner for the conference, there was amazing response and engagement level from food bloggers and media on Twitter with @WineCountryOnt. There was a healthy spike in Twitter followers this week largely due to the bloggers that we interacted with and followed in relation to the conference. Take a look at a few highlights below.



Social Channel Update:

Facebook Likes: 27,700 (+37 Likes)

Twitter Followers: 6,468 (+82 Followers)

Coming Up Next Week:

Next week we have some great content lined up including:

- * Viewpointe Estate Winery will be profiled for Winery Wednesday
- * Tasty wine and food pairings
- * Interesting wine fact about wine fermentation
- * Event news including Doors Open Prince Edward County and spinning classes at 13th Street Winery in May