



Wine
Country
Ontario™

Town Hall Meeting

Marketing presentation Nov. 19, 2012



TOURISM LEADERSHIP

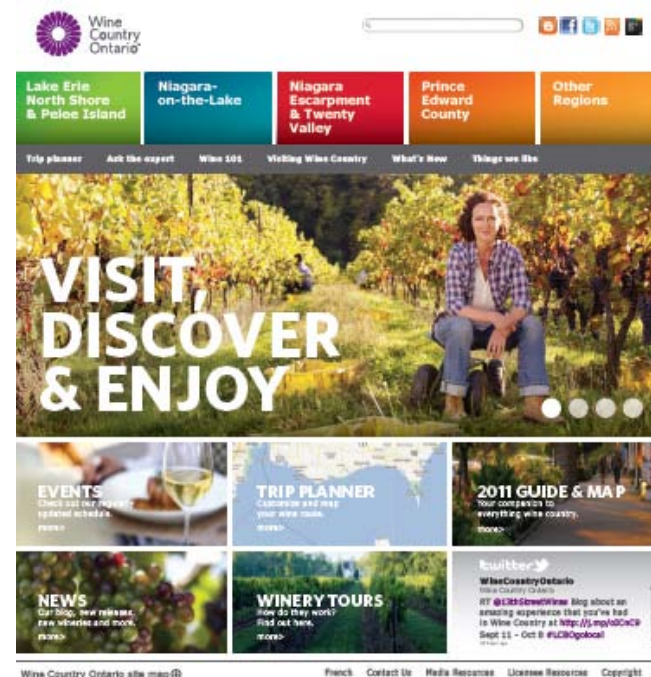


Website What's New

- ✓ Home page imagery changed to include 3 winemaker videos.
- ✓ Updating the Ask the Experts section will feature:
 - ✓ Curtis Fielding – Grape grower
 - ✓ Astrid Brummer - LCBO
 - ✓ Kelly Hughes – Local food expert
 - ✓ Norm Hardie - Winemaker
- ✓ Updating trade and media centres
- ✓ Refreshing The Things We Like section.

Website Benchmarking Success

- ✓ Average Visits over 10,058 per month
- ✓ Average visitors over 13,000 per month
- ✓ Average page views over 76,000 per month
- ✓ Average time on site 5 minutes
- ✓ # 1 way visitors search the site is by region



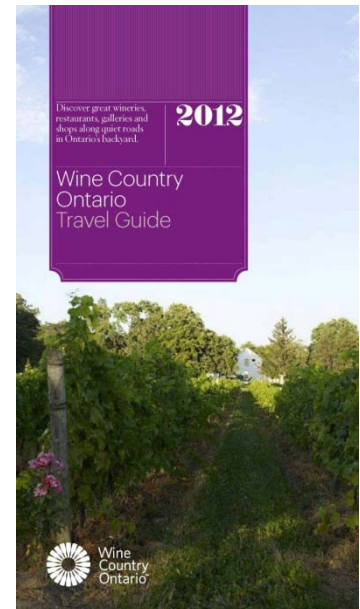


Wine Country Ontario Travel Guide What's New

- ✓ Starting the process earlier
- ✓ Multi-year contract with supplier
- ✓ Consulting world class travel publishers to understand best practices.
- ✓ Enhanced Directory listing section to attract more advertisers
 - ✓ Did you know that 75% of visitors to wine country dine in local restaurants, 52% shop at local retailers, 52% stay at a local hotel or B&B and 24% attend a theatre to see a play.

Benchmarking Success

- ✓ Wineries say best travel guide ever.
- ✓ Increased circulation from 2011.





Mystery Shop and Retail Training program

- ✓ Monthly shops conducted at every winery
- ✓ Retail Training –Coaching sessions Dec 5th & 6th

Benchmarking Success

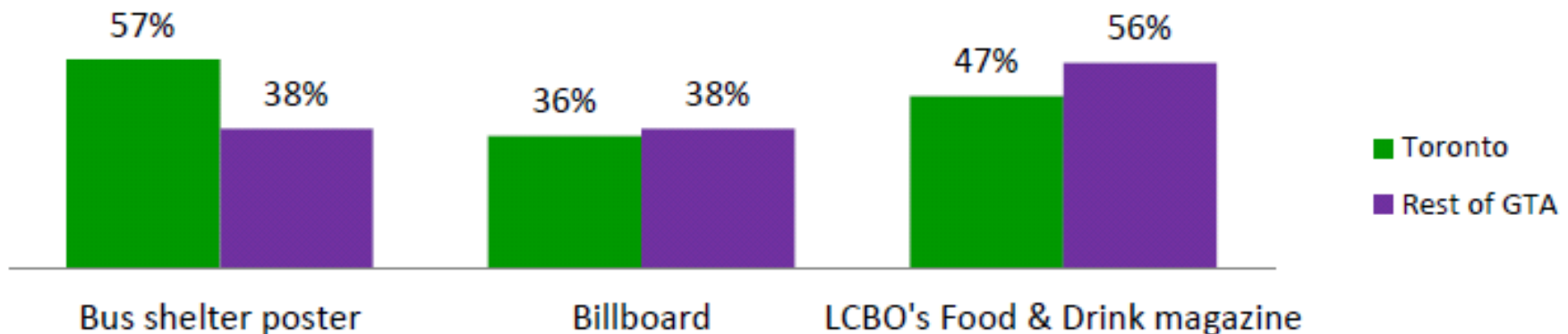
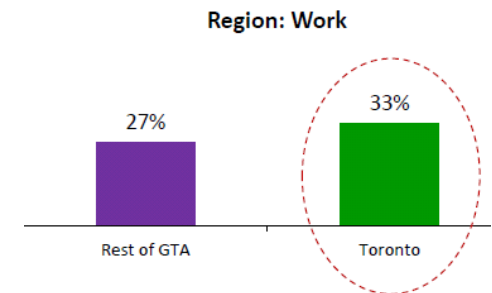
- ✓ Average scores for September shops are **83.3%**. The 3 month average (July 84.6%, August 81%, Sept 83.3%) is **83.6%**. FY 2012 average was 77%.

Region	July	Aug	Sept	Avg
NETV	87.89%	83.69%	85.83%	85.80%
NOTL	82.92%	79.5%	86.73%	83.05%
PEC	89%	74.67%	68.11%	77.26%
LENS	90.5%	89.75%	74.75%	85%
Emerging	91%	64.5%	81%	78.83%



Benchmarking Success

- ✓ 26% awareness with core target.
- ✓ 31% awareness with Torontonians.
- ✓ 38% with consumers living/working in Toronto.
- ✓ 33% with GTA consumers working in Toronto.
- ✓ 21% claim to have seen the stunt board.
- ✓ 79% of consumers exposed to ads will definitely or very likely to visit wine country vs. 69% in 2011.





CONSUMERS FIRST



Social Media What's New

- ✓ Facebook sponsored story ads drove fan base.
- ✓ New expert video's of Lesley Provost and Brian Schmidt bring an educational component and interest.
- ✓ Guest blogger posts to generate content for goLOCAL.
- ✓ Contests to reward fans with wine country experiences.

Benchmarking Success

- ✓ Facebook "Likes": 22,969 up from 9,000
- ✓ Talking About This: 195
- ✓ Twitter Followers: 5,317 up from 4544
- ✓ Klout Score: 55 up from 45
- ✓ Likes have increased based on content; stunt board, post from a guest blogger, turkey wine pairing tips & simple questions.





Experiential Events What's New

Toronto Christmas Market at Distillery District

- November 30 – December 16 (3 weekends)
- Anticipated Attendance: 150,000
- Demographics: Couples and young professionals



Ottawa Winterlude 2013

- First weekend of Winterlude on Rideau Canal
- Anticipated attendance: 695,000
- Demographics: All ages

Benchmarking Success

- ✓ Executed 2 events London and Collingwood sampled over 5,000 wine drinkers.
- ✓ Engage with 20,000+ consumers through this experiential sampling program and have deeper discussions with a minimum of 10% of total.



RETAIL GROWTH



LCBO Staff Training Benchmarking Success

- ✓ 400+ WOW Leaders, and new Product Consultants visited Wine Country this summer
 - ✓ They rated the tours at 94.7%
 - ✓ Tracking of products tasted is ongoing results not available yet.
- ✓ VQA wine presentation at the annual Regional Product Consultant conference . Very successful meeting.
- ✓ Objective to get all retail staff (WOW Leaders and Product Consultants) to Wine Country and to have face time with RDs, DMs and Store Managers. Planning meeting set for Nov. 22.



goLOCAL What's New

- ✓ Stronger bolder theme 'People are talking'

**“PEOPLE^{ARE}
TALKING,”**

Benchmarking Success

- ✓ LCBO VQA up **+5.3%** in P7 vs. last year, while the wine category was up **5.3%**.
- ✓ Vintages VQA wines outperformed overall Vintages sales; up **+3.0%** compared to Vintages which was flat at **-0.2%** versus last year
- ✓ Ontario Vintages release outperformed LY by **+18.4%** in dollars, and **+1.3%** in cases – demonstrating that customers are spending more on Vintages Ontario VQA wines
 - ✓ Sell through for release in Period 7 was **40%** vs. **29%** last year
 - ✓ Purchased additional quantities of two of the 4 best selling products in the release.
- ✓ Overall VQA sales achieved **\$12,608,986** or **\$12,704,080** (including the release sales from the last week of Period 6)



Taste Ontario Benchmarking Success

- ✓ Toronto held on Friday Sept 28th
 - ✓ Consumer Event: 474 tickets sold, 33 wineries, 99+ wines.
 - ✓ Trade Event: 425 registrations –350 attendees
 - ✓ Media Event: 25 wine writers utilized the lounge area for a private sampling area to review the wines
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- ✓ Ottawa – Feb 11th – National Gallery of Canada
 - ✓ Consumer, Trade and Media components



EDUCATIONAL EXCELLENCE



What's New

- ✓ New licensee recognition program rather than an award program
 - New Name
 - New Collateral Material
 - New Communication Strategy
- ✓ Leverage partnerships with other licensee and trade organizations and use opportunities to promote the licensee recognition program
- ✓ Trade Partner – Foodservice and Hospitality Magazine to promote to licensee's
- ✓ Consumers can submit licensee's for recognition
- ✓ Cost of program reduced with more added value for audience
- ✓ Fully integrated easy to access on WCO website

Benchmarking Success

- ✓ Maintain core licensee support
- ✓ Engage 40 new licensee's
- ✓ Grow list from <185 to >215
- ✓ Promote at every touch point





PROGRAM HIGHLIGHT

Launch of New Wine Country Ontario Communication Piece – PP

*****Available for industry use now.**

- Story of Ontario as a cool-climate wine region
- First used at Teksom seminar 2012





MEDIA HIGHLIGHTS – i4c : hosted 31 media plus Stephen Brook Visit

- “I find that Chardonnay works well here. Yields are naturally low, the use of new oak is very discreet, and the natural acidity of the wines gives a refreshing as well as concentrated style. Riesling can be very good too, especially from wineries that make it something of a speciality,”- **Stephen Brook, 2012.**
- “A recent visit to Canada showed to me that certain parts of Ontario are well suited to producing some very good Pinots.” - **Stephen Brook, 2012.**
- “It was a spectacular event, the best industry and consumer tasting to be held in Ontario thus far. I’m already looking forward to next year.” – **John Szabo, July 2012 – National Post**



MEDIA HIGHLIGHTS

Allen Meadows Visit October 2012

- “The appellation system is admirably focused and the VQA standards are sufficiently rigorous to encourage high-quality production. And speaking of quality, it is remarkable considering just how young the vines are which strongly suggests that the future is extremely promising. I for one will be following Ontario’s wine quality with intense interest.” **Allen Meadows, Burghound.com, October 2012.**

Margaret Swaine September 2012, Toronto Star Feature

- Ontario Travel:Grape Times for travel to Niagara’s wine country

Blissdom.ca Bloggers October 2012

- Hosted 2 buses of female bloggers during the Blissdom conference in Toronto

Opportunities for Wineries



1. Stay connected
2. Post your events in the event calendar.
3. Send us your newsletters and keep us informed of festivals and activities in your region.
4. Wine Country Ontario travel guides please contact us if you require more copies, we still have inventory.
5. The tasting program reimbursement will be sent out mid November.
6. Taste Ontario! Ottawa takes place Monday, February 11 at the National Arts Centre. Vintages has invited 33 wineries to participate in consumer Taste and Buy and Wine Country Ontario has invited wineries to participate in Media and Trade Tasting in the afternoon. 44 wineries are participating and the program is full
7. Experiential Wine Tasting Program – will be activated for 3 weekends of the Christmas Market at the Distillery District in December and for one weekend during Winterlude on the Rideau Canal
8. White Books – in addition to English, French, Chinese and Japanese – Korean is now available



THANK YOU!