



**July 26, 2013**

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, social media tips and relevant news or events. Enjoy!

**Upcoming Content, Promotions and Events:**

- \* Caroline Cellars will be featured for Winery Wednesday
- \* Educational content on #VQA
- \* Tasty Ontario VQA wine and food pairing tips
- \* Tips for wine tastings at home or the cottage

**Social Media Tip of the Week:**

- \* Wine Country Ontario is very excited to announce that we will be launching an Instagram channel in September 2013. As you may know, Instagram is a photo and video sharing application most commonly used on smartphone devices with over 90 Million users worldwide. To follow-up on the note sent out earlier this week, we're asking wineries to send some of your best photos! These don't have to be professional shots, but instead they can be candid shots taken with your phone or digital camera. Please complete the form that was sent and email it along your photos and captions to [wco@veritasinc.com](mailto:wco@veritasinc.com) by August 12th 2013. Please see communication from July 22 for full details.

**Highlight of the Week:**

This week's highlights included high engagement levels on Twitter in response to live tweeting at i4c 2013 on the evening of July 19<sup>th</sup>. The tweets resulted in numerous responses, retweets and favourites from wine fans, wineries and industry influencers. Another highlight of the week included a tweet from July 21<sup>st</sup> where we recommended that fans celebrate the last day of i4C with a great glass of Ontario #VQA Chardonnay. The conversational tweet resulted in 4 retweets, 1 favourite and 3 comments to date, including the @CoolChardonnay twitter handle.



Wine Country Ontario

@WineCountryOnt

#Chardonnay is an important varietal for this region and we've proven we're part of the competition." --Jean Pierre Colas

@13thStreetWines

Reply Delete Favorite More

5

RETWEETS

2

FAVORITES



5:43 PM - 19 Jul 13

Reply to @13thStreetWines



13th Street Winery @13thStreetWines

@WineCountryOnt well said!!

Details

19 Jul



Wine Country Ontario

@WineCountryOnt

Celebrate the last day of the International @coolchardonnay Celebration with a glass of Ontario #VQA Chardonnay! Cheers to #i4C2013!

Reply Delete Favorite More

4

RETWEETS

1

FAVORITE



8:00 PM - 21 Jul 13

Reply to @coolchardonnay



andrea @alVineGal

@WineCountryOnt @coolchardonnay done!! #Riders on TV and #ONwine (chardonnay) in glass! Only one thing could make the night better...

Details

21 Jul



Calvin Hanselmann @TheEviDoctorD

@WineCountryOnt @coolchardonnay Gonna spend time getting to know Chard better so can make the commitment to her for next year! #MissedOut

Details

21 Jul



i4c @coolchardonnay

@TheEviDoctorD @WineCountryOnt Good plan! #i4c2014 is July 18-20, 2014.

Details

21 Jul



Wine Country Ontario

@WineCountryOnt

"You'll taste wines this evening that you perhaps will never taste again"-- Dave Gimbel @pinotfan @VinelandEstates @benchwineguy #i4C2013

Reply Delete Favorite More

1

RETWEET



5:26 PM - 19 Jul 13

Reply to @pinotfan @VinelandEstates @benchwineguy



Brian Schmidt @benchwineguy

WATCH OUT.. The STORM is coming your way!!!!

@hiddenbench @WineCountryOnt @pinotfan @VinelandEstates

Details

19 Jul



Andre Derrick @VinelandEstates

@benchwineguy @HiddenBench @WineCountryOnt

@pinotfan pic.twitter.com/iRggP6iO6I

Details

19 Jul



Paul Dearborn @whlbywino

#Chardnado // RT @VinelandEstates: @benchwineguy

@HiddenBench @WineCountryOnt @pinotfan pic.twitter.com/baXtdWA1jH

Details

19 Jul

## Consumer Engagement:

This week, Yvonne, the winner of our Wine Country Ontario's Mother's Day contest, tweeted about her enjoyable winning trip to Cave Spring Cellars and On the Twenty restaurant. Yvonne posted numerous tweets and Facebook photos about her experience in Ontario's wine country and the delicious entrées she enjoyed!



## Social Channel Update:

- \* Facebook Likes: 31,215 (-7 Likes)
- \* Twitter Followers: 7,335 (+37 Followers)
- \* TweetLevel Score: 73.4
- \* Klout Score: 60