

June 6, 2014

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:

- * Angels Gate Winery will be profiled for #WineryWednesday
- * Tasty food and #VQA wine pairings
- * Content on #FollowtheTruck, #NewVintage Festival, Visa #InfiniteDining and #OntarioWineWeek
- Continued content on the 2014 Travel Guide #GotTheGuide

Relevant Hashtags:

#ONwine #WineCountryONT
#FollowtheTruck #InfiniteDining
#CDNwine #GotTheGuide
#VQA #GoLocal
#NewVintage #i4c14
#OntarioWineWeek #DiscoverON

Social Media News & Tips:

This week, <u>Instagram</u> announced the official roll-out of 10 new editing tools for both iOS and Android. In addition to the new adjustments such as contrast, brightness and saturation, Instagram's filters have also been tweaked so users can now adjust the filter's intensity with a slide bar. With these improved photo-editing tools, Ontario wineries will be able to create more professional looking photos to help promote new launches, encourage winery visits and better tell their story.

Highlight of the Week:

This week's highlight was a #GotTheGuide Tweet from June 3rd promoting the Wine Country Ontario 2014 Travel Guide. The Tweet resulted in 33 Retweets and 17 Favourites to date, becoming one of our most engaged Tweets in 2014. The success demonstrates the continued popularity of our Travel Guide content and the strong interest for the map of wine country that is featured in the guide.

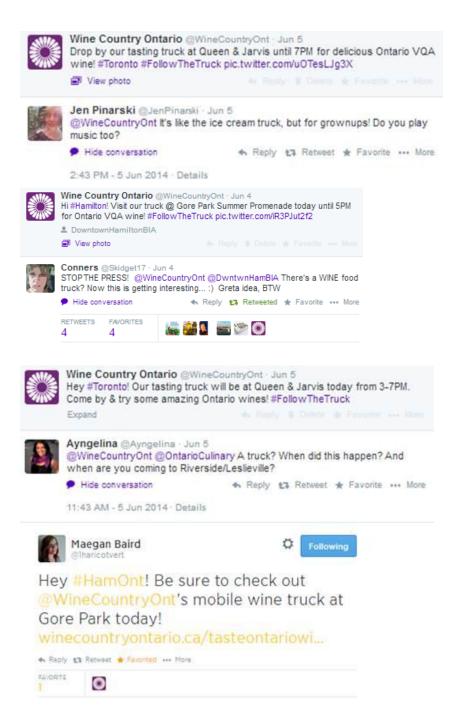


Start planning your wine country adventure with our 2014 #Travel Guide and map! bit.ly/1m16Lfl #GotTheGuide pic.twitter.com/6JOgocfa0o



Consumer Engagement:

This week's consumer engagement highlight was the positive fan reactions to the Wine Country Ontario Dare to Compare tasting truck! Overall, wine fans from all over the province have reacted extremely positively to the wine truck concept and the upcoming schedule of stops this summer. With only a few stops completed to date, #FollowTheTruck (in relation to Wine Country Ontario) has generated nearly 150,000 social media impressions on Twitter so far.



Social Channel Update:

- * Twitter Followers: 9,607 (+73 Followers)
- * Facebook Likes: 33,932 (+9 Likes)
- * Instagram Followers: 1,065 (+26 Followers)
- * Klout Score: 68