



**August 22, 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 com.motion. 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:**



- \* Stanners Vineyard will be profiled for #WineryWednesday
- \* Seasonal Sensations from Ontario's Sommeliers
- \* Continued #GotTheGuide, #FollowtheTruck and Visa #InfiniteDining content


**Relevant Hashtags:**

#ONwine	#WineCountryON
#FollowtheTruck	#InfiniteDining
#CDNwine	#GotTheGuide
#VQA	#LCBOTasteLocal


**Social Media News & Tips:**


Recently, Twitter updated its Card feature for users, featuring a new look and more options. Twitter Cards help brands richly present content within Tweets across the web and on mobile devices. With Twitter Cards, wineries can attach rich photos, videos and media experience to Tweets that drive traffic to your website. In addition to displaying your content in a more engaging way, Cards also drive downloads of and even link directly to your mobile applications. You can learn more about Twitter cards at <https://dev.twitter.com/docs/cards>.


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### Highlight of the Week:

This week's highlight was the engagement around our first post for the Seasonal Sensations from Ontario's Sommeliers series on Twitter and Facebook. The first piece of content featured a delicious BBQ recipe from Allison Vidug paired with Creekside and Featherstone Rosé. The post performed very well on Twitter, resulting in 15 retweets and 19 favourites to date. The engagement demonstrates that fans enjoy unique and original content they can use, such as recipes and pairing advice.



Wine Country Ontario @WineCountryOnt - Aug 15

.@AllisonVidug shares her fave #VQA & BBQ pairing recipe. Check it out!

@featherstonewine @CreeksideWine

#winepairing [pic.twitter.com/Fk0akpKhCH](https://pic.twitter.com/Fk0akpKhCH)

👤 Featherstone Winery, CreeksideWine and Allison Vidug

**Grilled Pickerel with Roasted Corn and Tomatoes**

"Inspired by Ontario produce in season, Pairing regional wine with regional fare is always a great match!"

- Allison Vidug, Sommelier @AllisonVidug

**INGREDIENTS:**

- 2 fillets of Ontario pickeral
- 2 cobs of Ontario corn
- 6 cherry tomatoes
- 1 shallot
- 1 garlic clove
- 3 tbsp of Featherstone VQA
- 2 knobs of butter
- 1 handful of Ontario green beans
- 2 Ontario white potatoes
- Salt & pepper
- Olive oil

**Pair with an Ontario VQA Rose**

Allison suggests:  
2013 Featherstone Winery  
2013 Creekside Cabernet Blend

**INSTRUCTIONS:**

1. Season pickeral with salt & pepper and olive oil. Set aside.
2. Shave the kernels off the cobs of corn.
3. Dice garlic and shallot.
4. In the roasting pan, combine corn, tomatoes, garlic, shallot, VQA and butter. Season with salt & pepper.
5. Trim green beans and put in the small pot with water.
6. Slice potatoes into thick pieces. Season with olive oil and salt & pepper.
7. Light the BBQ. Or a hot spot, the warm spot.
8. Grill the potatoes on the hot spot. Move to the warm spot when done.
9. Put the green beans and roasting pan on the hot spot. Stir the corn so it doesn't burn. Move the veggies to the warm spot once done.
10. Sear pickeral skin side down.
11. Puree veggies while the pickeral cooks. 5-7 minutes.
12. Cook with a dry Ontario Rose!

## Consumer Engagement:

This week's consumer engagement highlight was an Instagram post from August 18<sup>th</sup>, featuring a stunning summer image of Peninsula Ridge Estates Winery. The post generated 59 likes and 3 glowing comments to date. Instagram continues to be an important channel for Wine Country Ontario as a way to visually communicate to consumers the magic and joy that can be experienced when visiting wine country.



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4 days ago

September is only a few weeks away! Be sure to browse through our 2014 Wine Country Ontario Travel Guide today to help plan your summer wine country escape. Check it out at [WineCountryOntario.ca](http://WineCountryOntario.ca).

♥ a\_wedow, crewinery, bub6ly and 56 others like this.



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#wine #winecountry #travel #ontario #onwine #discoveron #icbotastelocal #golocal #vqa #cdnwine



srgrau

Peninsula Ridge, one of my faves. They have great unoaked chardonnay.



angelaiyellow

Great shot!



dphinton

Nice Triumph TR6 too!

### Social Channel Update:

- \* Twitter Followers: 11,980 (+413 Followers)
- \* Facebook Likes: 34,159 (+7 Likes)
- \* Instagram Followers: 1,301 (+11 Followers)
- \* Klout Score: 67