



Campaign Update

December 3, 2012 – Week 2

This week we continue with the next step on our strategic roll out of this campaign. We are hosting an event to brief 20-25 key social media influencers on the concept. If we can get them to engage with us on the campaign we will certainly keep up significant organic growth.

As of writing we have **372** shops created on the website across 70 ridings and a significant portion of those participants have engaged with their MPP. These are right across Ontario. Members are encouraged to have a look at the map on the mywineshop.ca site through the page <http://www.mywineshop.ca/shops/>. Watching the shops cascade onto the map conveys a powerful message.

Every time a winery reaches out or an article hits the media we have immediate growth. It is critical that we continue to grow this number. A great example of outreach to your winery contacts is in the Good Earth Wine eblast to its consumer database. This can be seen at <http://e2.ma/webview/bbjfe/49cfe3da3a239e76716aba0e2ab39315>

Meeting with the LCBO

As part of our stakeholder engagement, Ed Madronich and Hillary Dawson presented a full briefing on the private wine store concept to the senior leadership of the LCBO. This group was led by Phillip Olsson, Chair of the Board, Bob Peter, the CEO, Bob Downey, Senior Vice President and Patrick Ford.

As you might imagine the LCBO did not signal any interest in the proposal. We were really not expecting them to. They did ask many questions and we were able to not just answer them but counter most of their concerns. If you as a member are interested in seeing our power point presentation, it can be found on our Member's Website after you login at <http://members.winecouncilofontario.ca/login.php>.

mywineshop in the News!

Please click on these links for some more great coverage and reporting on our initiative. This week we are waiting to see coverage from Beppi Crosariol at the Globe and Mail (likely Wednesday) and Suresh Doss at Spotlight Toronto.

<http://blog.winealign.com/2012/11/27/private-wine-shops-in-ontario-lets-talk-about-it/> - Amazing and thoughtful piece from David Lawrason

<http://ontariowinereview.com/newsletter-archives/1013-newsletter-194-its-about-damn-time> - Michael Pinkus' Newsletter coverage of mywineshop.ca

<http://www.thespec.com/news/business/article/846259--stock-your-own-wine-shop> - Great article from Dan Kislenko at the Hamilton Spectator

<http://blogs.windsorstar.com/2012/11/28/8ontarios-wine-industry-grows-up/> – Good opinion piece on opening up retail in the Windsor Star

Winery Actions Needed!

There are still many wineries who have yet to start their own discussions on the issue with their networks of consumers and social media followers. ***It is critical that we continue to maintain and grow the incredible momentum that we have and it is of paramount importance that all wineries engage as much and as early as possible.*** We are monitoring traffic on the site at all times and it is clear that there are many of you who have not taken the time to engage as of yet.

How to engage?

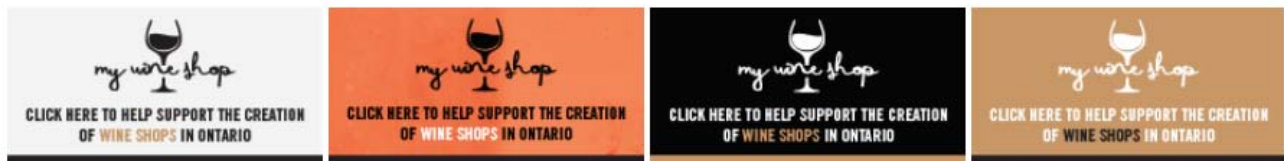
To help make this as easy as possible, we have prepared the following tactics and creative for use at your winery:

Social Media:

Twitter – when talking about the campaign or encouraging your followers to visit the website please use the hashtag #mywineshop.

Facebook – we have created a Facebook version of the website that can live on a Facebook tab. For instructions on how to install the tab on your Facebook page visit <http://mywineshop.ca/resources>.

Website -If you would like to place one of the following badges on your winery website please visit <http://mywineshop.ca/resources> to get the HTML code.



At Your Winery

We have also created collateral that can be displayed at your winery to encourage visitors to check out the website and become involved in the campaign. These can be downloaded at <http://mywineshop.ca/resources>

COMING SOON – Branded Paper Bags

As requested at the Town Hall meeting, we are currently costing 1 and 2 bottle paper bags that would be branded with the mywineshop logo and key messages. If you are interested in participating in the buy, please keep your eyes open for the order form.