

# PAIRS PERFECTLY

## How to “Pairs Perfectly”

### **In Person:**

Speaking with your customers and engaging them in the campaign is one of the best ways to help support the Pairs Perfectly Campaign. Using the Talking Points provided you can help consumers understand how private wine shops will benefit them.

### **Website:**

Please get whomever is responsible for your website to add this tag by dropping the following embed code in the HTML code where you want the button image to appear:

```
<script type="text/javascript" src="//www.pairsperfectly.com/share/button.api.js?ver=1">
</script>
```

\*If it does not appear please check back in a couple hours as the website is propagating.

### **Facebook:**

Please “Like” the Wine Council of Ontario Facebook page available at:

<https://www.facebook.com/winecouncilontario>

Once you have liked us on facebook please “Share” the Pairs Perfectly shareable on your own Facebook Page.

### **Twitter:**

Please follow both @WineCouncilOnt and @PairsPerfectly on Twitter.

Please watch for tweets from these twitter handles to retweet from your own twitter account.

When tweeting about the initiative please include the following hashtags (#)

- #ONwine - #VoteON - #onpoli - #PairsPerfectly

### **Displaying your postcard and Posters**

If you signed up to receive postcards and/or posters please display them in your winery. Handing these out to clients can be a good way to personally engage consumers in conversation about private wine shops.

**Thank you for your support and your efforts to make Pairs Perfectly a success!**

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