



**December 5, 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:**

- Pearl Morissette Estate Winery will be profiled for #WineryWednesday
- Continued promotion of the 3<sup>rd</sup> annual 12 Days of Wine Country gift promotion (#12daysVQA)
- Promotion of the upcoming Niagara Icewine Festival
- Delicious holiday-inspired wine pairing content

**Relevant Hashtags:**

#ONwine	#WineCountryON
#CDNwine	#GoLocal
#FollowTheTruck	#VQA
#GotTheGuide	#12daysVQA
#IcewineFest	#Wassail

**Social Media News & Tips:**

As presented by com.motion at the inaugural InstaCamp conference in Toronto on December 2<sup>nd</sup>, Instagram is now growing faster than Pinterest and Twitter combined. Instagram is an integral social channel to market lifestyle brands, especially those with a primarily woman target, as 68% of Instagram users are women. This is particularly insightful for wineries and travel brands that want to reach women. Women are also looking to brands on Instagram to create inspirational and aspirational content and wineries are reminded to produce quality photography that speaks to the lifestyle of Ontario's wine country and its unique experiences. For more information on InstaCamp and Instagram metrics, visit <http://slidesha.re/1w2pNdP>.

## Highlight of the Week:

This week's engagement highlight was our Seasonal Sensations #WinePairing content posted on Facebook on November 28<sup>th</sup>. The post featured a delicious recipe from Sommelier Drew Walker that included wine selections from Stratus Vineyards and Hidden Bench Vineyards. The post performed extremely well with some minimal paid support, resulting in 69 likes, 8 shares, 140 clicks and a reach of 6,396. Fans continue to enjoy unique ideas for enjoying Ontario wine and wine pairing recommendations from notable Sommeliers.



**Wine Country Ontario** added 2 new photos.  
November 28 at 4:51pm · 🌟

Sommelier Drew Walker from [Four Seasons Hotel Toronto](#) shares his favourite Ontario #VQA wine and autumn recipe pairing featuring [Stratus Vineyards 2012 Gamay](#) or [Hidden Bench Vineyards & Winery 2011 Tête de Cuvée Chardonnay](#). Try it yourself this weekend! #WinePairing

"This is my favourite fall recipe to pair with wine. I selected two wines, a white and a red, to pair with this complex and versatile dish. It requires a bit of patience and ambition, but this beautiful dish is well worth it."

- Drew Walker, Wine Director, Cafe Boulud, Four Seasons Hotel Toronto, @CafeBouludTO  
Tyler Shadden, Executive Chef, Cafe Boulud, Four Seasons Hotel Toronto, @tylershadden  
Daniel Boulud, Chef and Restaurateur, @DanielBoulud

**INGREDIENTS:**

2 kg beef trimmings (cut into four chunks)	250 g green watercress (washed with large stalks removed)
750 ml red wine	300 ml heavy cream
200 ml port	2 torpedos shallots
3 L veal stock	4 cipollini onions
175 g butter	250 g kosher salt
1 medium carrot (sliced)	4 duck eggs
2 medium onions (sliced)	100 g all-purpose flour
3 stalks celery (sliced)	2 chicken eggs (whisked)
3 cloves garlic (crushed)	200 g bread crumbs (fine ground)
1 roma tomato (diced)	18 pc extra small button mushrooms
8 button mushrooms (sliced)	150 g smoked slab bacon (cut into 18 lardons)
4 g black peppercorns	4 clean duck livers
2 bay leaves	½ bunch flat leaf parsley (chopped)
250 g baby spinach (washed)	Flour de sel

**INSTRUCTIONS:**

1. In a heavy bottom pot, sear the beef trimmings on medium high heat in the butter until dark, golden brown on all sides.
2. Add the onions, carrot, celery, mushrooms, garlic, tomato, peppercorns and bay leaves and cook until golden brown.
3. Pour off as much fat as you can from the pot and discard.
4. Deglaze the pan with the red wine and port and reduce to a syrup consistency.
5. Add the veal stock and bring to a boil.

**Pair with Ontario Gamay or Chardonnay**

Drew Walker suggests:  
[Stratus 2012 Gamay](#)  
[Nagara Lakeshore or Hidden Bench 2011 Tête de Cuvée Chardonnay](#)  
[Beauvillain Bench](#)

## Consumer Engagement:

This week's consumer engagement highlight was the launch of our 3<sup>rd</sup> annual 12 Days of Wine Country Ontario. The program highlights great local gift ideas from wine country in partnership with notable bloggers and influencers in Ontario. To date, our 2014 program hashtag (#12DaysVQA) has already generated over 200,000 social media impressions! The program continues to be a success thanks to passionate Wine Country Ontario fans who love the idea of supporting local wineries and businesses during the holiday season.



### Social Channel Update:

- \* Twitter Followers: 13,409 (+26 Followers)
- \* Facebook Likes: 34,389 (+13 Likes)
- \* Instagram Followers: 1,679(+42 Followers)
- \* Klout Score: 67