

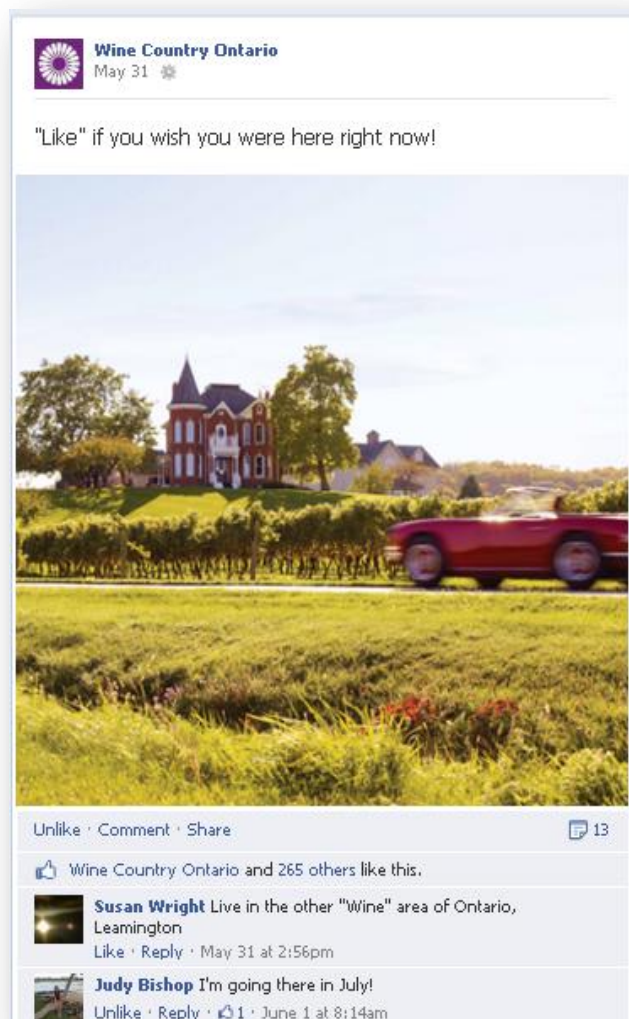


Welcome to this week's *Spotlight* on Wine Country Ontario!

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 and relevant news or events. Enjoy!

Highlight Of The Week:

This week's highlight was a post on Friday, May 31st which featured a beautiful image of Ontario's wine country and asked fans to like the post if they wished they were there right then. The post was very successful with 265 likes, 15 comments and 13 shares to date! The pages that shared the image included the Twenty Valley Tourism Association page, among others. The success of the post demonstrates the love for Ontario's wine country and excitement for the upcoming summer season.



Consumer Engagement:

This week, our Graze the Bench contest winner, Courtney Sneath (@GFreeChelsey: 741), expressed her enjoyment of the Graze the Bench event and appreciation for the passes Wine Country Ontario provided. Another highlight of the week was our #WinePairing content on Sunday, June 2nd. The tweet was favoured by Chatelaine's publisher, Tara Tucker (@taraltucker:1,216), retweeted by Jerry James Stone (@jerryjamesstone:152,766), a noted U.S. food and wine writer, and also responded to by the official Chatelaine Twitter account (@Chatelaine: 19,739) who agreed with the pairing recommendation!



Social Channel Update:

Facebook Likes: 28,174(+40 Likes)

Twitter Followers: 6,871 (+50 Followers)

Coming Up Next Week:

Next week we have some great content lined up including:

- * Sue-Ann Staff Estate Winery will be profiled for Winery Wednesday
- * Jackson-Triggs summer concert season content
- * Sip & Savour Ontario content
- * Wine Country Ontario Route Planner content