



Wine
Country
Ontario™

Town Hall Meeting

Marketing presentation April 24, 2013



TOURISM LEADERSHIP



What's Coming Up

- Evolution of the Drink It All In Campaign
- Capturing a moment that you can't put into words.
- Bigger media buy to reach younger urban consumers.
- Billboards, digital boards, bus shelters, signature boards, TTC street cars interior signs, exterior bus signs & subway platform murals.
- Social media integration.

How You Can Help

- Support for location scouting and photo session.





Untweetable

MOMENTS AND EXPERIENCES





What's Coming Up

- Biggest Guide ever with a total of 101 wineries!
- Distribution Update:
 - New Guides and Maps will be delivered to wineries the week of May 13th
 - Wine Route Map will be inserted into Maclean's magazine (Ontario distribution – 170,000 copies) the week of May 16th
 - Half-million copies inserted into Food & Drink – Summer issue (June 26th)

How You Have Helped

- THANK YOU to everyone for their quick response during the sign off process!

What's Coming Up

- Front Line (NEW Hires) ***World Class Customer Service*** (½ day)
 - Niagara – May 13th & 15th (2 sessions)
 - LENS – May 22nd (2 sessions)
 - PEC – May 28th (2 sessions)
- Managers/Supervisors – ***How to Motivate your Team*** (full day)
 - Niagara – June 10th & June 11th
 - LENS – June 13th
 - PEC – June 17th
- Staff and Managers – ***World Class Customer Service – Level 2***
(pre-requisite of Front Line customer service 2013 or 2012) (½ day)
 - Niagara, LENS, PEC – mid July – late July

How You Can Help

- Registration forms will be sent out in the next week or so – be sure to respond ASAP to reserve your spot

Tourism Leadership – Mystery Shop

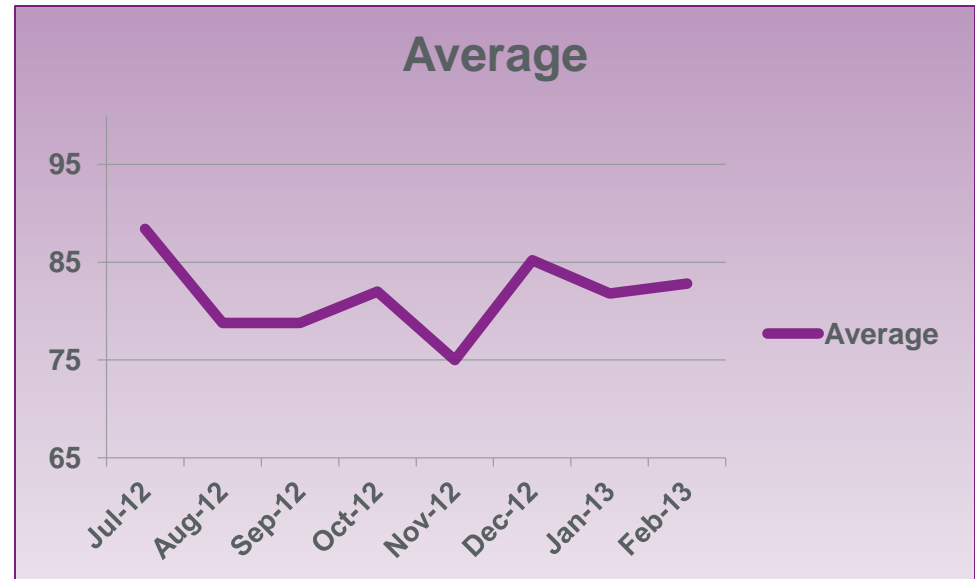


What's Coming Up

- April – October
 - Monthly shops
- November – March
 - Every six weeks

How You Can Help

- Handout – Rationale for Scoring
 - Share with staff



Highlights

- 28 wineries have received 100%
 - Only 1 winery has received 100% more than once
- Average for 8 months of shops is 81%



CONSUMERS FIRST



What's Coming Up in May

- 34,000 followers to date.
- New weekly Spotlight report.
- Mother's Day; Mother/daughter wine country, spa day contest.
- Hashtag handbook for recurring promotions and those used within the industry.
- Winery Wednesday's.
- Graze the Bench posts and ticket give-away.

How You Can Help

- Follow us @WineCountryOnt.
- Interact with us by commenting on our posts.
- Send us your newsletters.



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 Facebook post on Thursday, April 18th. The post was a wine fact about Gewürztraminer, and it generated 15 comments, 56 likes and 13 shares to date. Konzelmann Estate Winery also commented on the post with a friendly German salutation. The engagement levels demonstrate that simple educational posts can be very popular with fans, when they are interesting and informative.



Consumer Engagement:

This week, there was a great amount of activity on Twitter with the Canadian Food Blogger's Conference (#FBC2013) that occurred this past weekend. With Wine Country Ontario's role as the primary wine partner for the conference, there was amazing response and engagement level from food bloggers and media on Twitter with @WineCountryOnt. There was a healthy spike in Twitter followers this week largely due to the bloggers that we interacted with and followed in relation to the conference. Take a look at a few highlights below.



 **Wine Country Ontario**
19 hours ago near Toronto · @

Do you know what Gewürztraminer means? Gewurz means perfumed or spicy in German, and traminer is a reference to the town of Tramin in the Italian Tyrol region, where the variety originated. Try Ontario Gewürztraminer tonight!

Like · Comment · Share  13

 56 people like this.

 **Barb Sheppard** It means delicious!
Unlike · Reply ·  1 · 16 hours ago via mobile

 **Dannan Brogreen** Favourite white! Pillitteri and Pondsview both very nice!
Unlike · Reply ·  1 · 17 hours ago via mobile

 View 13 more comments

 Write a comment...

 56 people like this.

 **Barb Sheppard** It means delicious!
Unlike · Reply ·  1 · 16 hours ago via mobile

 **Dannan Brogreen** Favourite white! Pillitteri and Pondsview both very nice!
Unlike · Reply ·  1 · 17 hours ago via mobile

 **Donna Cartwright** My new fave!!
Unlike · Reply ·  1 · 17 hours ago

 **Jackie Fenton** Making Pad Thai tomorrow...so of course we will pair it with a Gewurztraminer...yummy!
Unlike · Reply ·  1 · 19 hours ago via mobile

 **Theresa Phillips** Love the Ontario Gewurzs!
Unlike · Reply ·  1 · 19 hours ago

 **Eva Maria Kerzel** A summer favourite!
Unlike · Reply ·  1 · 19 hours ago

 **Diane Plolamp Richardson** My favourite white!
Unlike · Reply ·  1 · 19 hours ago

 **Helen Hieath** one of my favorites...
Unlike · Reply ·  1 · 19 hours ago

 **Kenzelmann Estate Winery Mahbel**
Unlike · Reply ·  1 · 19 hours ago

A simple varietal post on Gewurztraminer generated 15 Comments, 56 likes and 13 shares



What's Coming Up

- First annual Wine in Canada will be available on newsstands across the country on May 13.
- John Szabo and the Wine Sisters working with journalists.
- Hundreds of wine sampled.
- Wineries profiled; tasting notes.
- Advertising campaign and consumer contest for a trip for 2.
 - Promoted in Maclean's, Canadian Business, Chatelaine, Profit & Flare.
 - Advertising in Wine Align.
 - eBlasts to over 400,000 consumers.
 - Over \$800K promotional investment.
 - WCO website Carousel.
 - PR to support launch.



WINE IN CANADA

A TOUR OF WINE COUNTRY: Okanagan · Similkameen · Niagara
Prince Edward County · Lake Erie North Shore · Eastern Townships · Annapolis Valley



WHY CANADIAN WINE IS SO EXPENSIVE
And why it's worth it

TASTING NOTES
From top sommeliers

INSIDER'S GUIDE TO THE REGIONS The food, the people & places to see

WHAT WE DO BEST And where to find it

Celebrate the launch of **Wine in Canada** with Midweek's, and you could be flying off to one of the most beautiful wine regions in Canada for a weekend of exclusive winery adventures, delectable cuisine and award winning wines. [Enter here.](#)



Wine in Canada brings you an insider's guide to the passion, integrity and achievement of Canadian winemaking. Discover Canada's finest wine regions, latest releases, innovations and hidden gems with *Wine in Canada*.

Available on request only. For more information, contact: marketing@ashland.com

Installing Perlman's



Assessment and Feedback: Personal.



Special thanks to participating wineries: Harry's Palms Family Estate Winery, Innate Winery, Ironhorse Family, Pined Meadows, Monnet Cellars, Family Cellars, Vinea Vigneti, Hinton Winery, Veritas Winery, Terra Winery and True Winery of Idaho.



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Maclean's Magazine Partnership



ADVISERS

ANNE KINGSTON is a journalist, author, broadcaster and editor who has been published internationally. She is the author of two books—the award-winning *The Edible Man: Dave Nichol, President's Choice and the Making of Popular Taste* and *The Meaning of Wife*. Food and wine are particular passions: her career has included stints as restaurant critic for two national newspapers; she covers food and wine for Maclean's, where she is a senior writer.

RHYS PENDER is a wine educator, consultant, judge and writer through his company Wine Plus. In 2010, at the age of 35, Rhys became Canada's youngest master of wine. He writes for a number of Canadian and international publications, judges internationally and runs a Wine and Spirit Education Trust wine school. In his free time, he nurtures the vines at his four-acre Little Farm Winery in Cawston, B.C.

JOHN SZABO is a master sommelier, a principal critic for *WineAlign.com*, and wine editor of Toronto's *CityBites* magazine. His freelance work has appeared in *Wine & Spirits Magazine*, *En Route*, the *Globe and Mail*, *Grapevine Magazine* and *Nation's Restaurant News*, and he's heard regularly on Classical 96.3FM. John is also author of *Food and Wine Pairing For Dummies*, and is currently consulting wine director for OTG management at Pearson Airport, among other restaurants.

THE WINE SISTERS Erin and Courtney Henderson are the sommeliers behind the Wine Sisters, a wine-events planning company in Toronto. Before opening the business, they held sommelier positions at leading Toronto venues, including the Fairmont Royal York Hotel, the Art Gallery of Ontario and private clubs. They write the monthly wine column for *Tonic Magazine* and are regular contributors to *Huffington Post*.

TREVE RING is a Victoria-based wine writer and editor who has worked in both the food-and-beverage and publishing industries for the past decade. She is the drink editor at *EAT Magazine*, B.C. editor for *Sip Northwest Magazine*, wine director for *Edible Canada* and a contributor and judge for *WineAlign.com*. She received diplomas from the Wine & Spirit Education Trust and the International Sommelier Guild, and is also a French wine scholar, a certified sherry educator and a wine location specialist (Champagne & Port).

KURTIS KOLT is a Vancouver-based freelance wine consultant, presenter and writer who received the Sommelier of the Year award from the 2010 Vancouver International Wine Festival. Certified by London's Wine and Spirit Education Trust and having credit in the winemaking program at the University of California at Davis, Kurtis is in high demand for appearances at New York's James Beard House and at leading wine festival seminars and beyond.

Industry partners:





RETAIL GROWTH



What's Coming Up

- Change in dates – Both Toronto and Ottawa moved to October.
 - Preferably Wed or Thursday.
 - Image Change to - “Harvest Party”.
 - Possible venue change in Toronto and Ottawa.
- Objective is to drive attendance up and reach more younger consumers.
- Will have an improved “Icewine Food & Wine Pairing Lounge”.

Next steps

- Once dates confirmed – call for participation will be sent out
 - VINTAGES will be contacting wineries for the CONSUMER portion
 - WCO will be contacting wineries for the TRADE portion

What's Coming Up

- Proposal is to host tours during the summer for WOW Leaders and Product Consultants
 - Details and # still to be confirmed by LCBO
 - Expect to have between 20-30 tours during July and August

How you can help

- Once go ahead confirmed – the call for participation will be sent out
 - 3 opportunities for wineries – host tour (focusing on either vineyards, production or cellar), host dinner or participate in wine fair



PUBLIC RELATIONS



Some Recent Highlights

- Cuvee – new format a huge success
- Hosted Craig Pinhey and Rhys Pender
- World of Fine Wine Magazine
- Globe & Mail – Icewine Feature (Business Magazine)
- First Annual Food Bloggers of Canada Conference
- Media Event with Toronto Tourism in Montreal (face to face opportunities with travel media in that market)

Newly Launched Media Centre

- Resource for media (facts, story ideas and more)
- Resource for wineries
 - consistent messaging
 - tools (white booklet, fact sheets)



Upcoming

- Allen Meadows – Summer Issue (call for more Pinot)
- London Media & Trade Tasting
- International Wine Bloggers Conference - Penticton
- Newly Launched Wine Align “Nationals” Competition
- Lieutenant Governor’s Award
- TBEX May 31st
 - Pre conference day trip
 - Toronto Tourism Reception
- PR support around new Travel Guide
- Riesling Experience
- I4c (Steven Spurrier, Jamie Goode, Christy Canterbury)



THANK YOU!