



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 Winery Wednesday Facebook post on Wednesday, May 9th. The post featured Cooper's Hawk Vineyards and it generated 48 likes, 4 comments and 4 shares to date! It was also shared by Cooper's Hawk on their Facebook page. The engagement levels show that wine fans like to comment and share content about wineries they love or have a desire to visit. Facebook posts featuring beautiful images of Ontario wineries are often far more successful as they effectively demonstrate what Wine Country Ontario has to offer!





Consumer Engagement:

This week, Yvonne Tsui (@th3hungrycat: 1,188 followers) a wine fan and food blogger, tweeted her excitement about winning Wine Country Ontario's Mother's Day weekend Cave Spring giveaway! Yvonne noted she is planning to blog about her experiences in Wine Country Ontario for her followers and readers. Wine Country Ontario's Mother's Day content on activities happening in wine country was also well received this week with numerous retweets of the May 7th tweet.



 **Maria Rosenkranz** retweeted you 7 May
7 May: Lots going on in Wine Country Ontario this Mother's Day weekend!
For a list of wineries & websites visit WineCountryOntario.ca


 **Kacaba Vineyards** and **Jennifer Hall** retweeted you 7 May
7 May: Lots going on in Wine Country Ontario this Mother's Day weekend!
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Social Channel Update:

Facebook Likes: 27,989(+49 Likes)

Twitter Followers: 6,614 (+55 Followers)

Coming Up Next Week:

Next week we have some great content lined up including:

- * Rockway Glen Estate Winery will be profiled for Winery Wednesday
- * Ontario Wine Awards winners
- * Tasty wine and food pairings
- * Victoria Day weekend creative image