
PR and Social Media Workshop
Wednesday, April 16, 2014
Cave Spring Cellars

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COMMUNICATION PLAN

- A communication plan outlines the strengths, weaknesses, opportunities and threats of a communication endeavor
- outlines the goals, objectives, strategies, tactics and target audience of the communication endeavor
- Create one overall communication plan and then separate ones for each initiative

Notes:

FAMS

- A familiarization (FAM) tour involves hosting media and/or any influencer (trade, tour operator, stakeholders etc.) in an effort to create awareness about your product (this includes actual wine and Wine Country Ontario experiences)
- A winery may be part of a FAM or they may create their own some cases

Notes:

WINE COUNTRY ONTARIO COMMUNICATION TOOLS

Wineries should use and share common message developed for industry use

Wine Country Ontario Travel Guide

Wine Country Ontario: Our Story (white booklet)

Canada Postcard

Notes:

MEDIA KIT

What to Include in a Hard Copy Media Kit

- Backgrounder
- Biographies
- Fact Sheet
- Product Sheets
- Photo Captions
- Media Advisory
- Media Release
- Flyers
- Newsletter
- Wine Country Ontario Travel Guide
- Wine Country Ontario: Our Story (white booklet)
- Canada Postcard
- Promotional Material
 - o Pens, Notebooks, Magnets, etc.

Each Winery Should Have....

Both **Online and Hard Copy Media Kit** because:

- Provides information necessary for media to write a story
- Helps to organize newsworthy information

What to Include in an Online Media Kit or on a USB

- Backgrounder
- Biographies
- Fact Sheet
- Product Sheets
- Photo Captions
- Logo
- High Resolution pictures
- Media Releases
- Company News
- Link back to **Wine Country Ontario** online media centre

<http://winecountryontario.ca/media-centre/>

BACKGROUNDER

What is a Backgrounder

- A backgrounder is a one page document that outlines details of your winery or a topic for a news release. Backgrounders provide a brief history, a list or summary paragraph of your winery's key members and some information about the company's structure, who they serve and sales volume. The backgrounder should also provide some information about products and services offered by your winery
- Backgrounders are short but it is a good idea to include links to web addresses that reporters can visit for more information (a link to a page about one of your wines including data sheets, for example)

Each Winery Should Have....

A Backgrounder about:

- Winery
 - Topic for Press Release
- Hard Copy and Online Versions**

Why Use it

- A backgrounder communicates legitimacy and gives the member of the media some context about your winery or the topic. A backgrounder also allows members of the media to determine whether or not you are relevant to their audience

When Would You Use It

- A backgrounder should be sent with a full media kit when trying to garner media coverage of a new product, contest, grand opening, etc.
- Each Winery should have a one page backgrounder on their website in a PDF with logo and contact information



CEDARCREEK

ESTATE WINERY

BACKGROUNDER

Purchased in 1986, CedarCreek released its first wines in 1987 and was one of the **first 8 pioneering wineries of BC**. With four generations of agricultural heritage and more than a quarter century of experience, we have pursued perfection and produced some of the valley's best wines resulting in CedarCreek being twice recognized as "Canada's Winery of the Year". Today, we look proudly towards the future to further promote our region.

The story of CedarCreek is rooted in the vision of Senator Ross Fitzpatrick. Born and raised in the Okanagan, he worked his way through university in the orchards and fruit packing houses that dotted this beautiful valley. Although education and a business career led him away from the Okanagan, the dreams of what the fertile soil and climate of the valley could do were never washed from his soul. Years later his success in business afforded him the opportunity to fulfill his boyhood dreams by acquiring an orchard and small vineyard near Kelowna.

In 1988, just as he clenched his first fistful of soil from his farm, the small wine industry in the Okanagan was in danger of disappearing with the introduction of the North American Free Trade Agreement. But in Ross Fitzpatrick's mind this uncertainty presented the challenge to begin the renaissance of our grape and wine industry.

At CedarCreek the hybrid grapes gave way to new plantings of vinifera vines, the small basement cellar was transformed into state of the art winemaking facilities and the very best in viticulture was applied. This pioneering was tempered by patience and perseverance which became his mantra. These ideals matured into CedarCreek's philosophy: "Respect the land, honour tradition, pursue perfection."

Our family's knowledge of the terroir of the Okanagan and dedication to the craft have brought many awards and international acclaim, including twice being named Canada's Winery of the Year. We are committed to building on our success by continuing to refine our approach to wine growing. Passion, tenacity, care and hard work are vital but above all we seek truth in wine. And the results show in every bottle. On that, you have our word.

Media Contact:

Name

Phone Number

Email Address

(INSERT WINERY LOGO HERE)

(Insert Winery Name and Appellation)

Founded: (Provide date, who founded and/or who owns the winery and any other interesting details)

Winery Site: (Provide brief description of where the winery is)

Winemaker: (Insert Name) **Assistant Winemaker:** (Insert Name if applicable)

Vintners Quality Alliance (VQA) Appellation: (provide information on appellation and sub-app if applicable)

Vineyards: (Describe how many vineyards are owned and planted and any other relevant information with regards to winery owned vineyards in other appellations)

Avg. Yield per Acre: (provide if possible)

Soils: (Describe the soil type/types in your winery owned vineyards)

Climate: (Briefly describe the climate of the region where your primary winery vineyard is located).

Grape Varieties: (Include clones and rootstocks where possible)

Winery Production

Capacity: (Approx. tonnage of grapes harvested at winery) (Approx. annual total case production)

Grape Source: (%Estate, % purchased) **Aging:** (List Barrel Types) **Tanks:**(eg. Stainless)

Awards: (Make note of one or two exceptional awards received by the winery where applicable)

Availability: (Provide information on where your wines are available including other countries, LCBO and winery shop/shops).

Visiting the Winery

Tours: (Provide information regarding consumer tours at your winery including on how to book a tour if necessary).

Tastings: (Provide information about how and when consumers can taste and sample your wines).

Special Events: (List types of special events hosted at your winery if applicable and contact information on how to book special events).

Media Contact: (Insert Contact Name, Title, Phone, E-mail, Website)

Updated (insert date of when this was updated)

BIOGRAPHIES

What is a Biography

- The main goals of a professional biography are to give the reader an accurate sense of who you are and what you do, establish expertise and credibility, and qualify your experience and background. An interesting biography that accomplishes all of these things can help you develop trust in who you are and your brand, making it a powerful tool for your business
- Should include a professional photograph
- Can include contact information

Why Use It

- Adds a personal element to your business
- Human element makes your winery more interesting

Each Winery Could Have....

A Biography of:

- Owner
- Winemaker
- Chef
- Director
- Any Other Staff Member

Hard Copy and Online Version

When Would You Use It

- Biographies of key winery members (winemaker, CEO, etc.) should be included on your businesses' website
- Include in media kits



CEDARCREEK

ESTATE WINERY

BIOGRAPHIES



A great wine begins with a great bunch. In pursuit of perfection, we recruited the best in viticulture and oenology expertise. Winemaker Darryl Brooker, was most recently Senior Winemaker - Ontario at Hillebrand and Thirty Bench Wineries and has over 12 years experience making ultra premium wines in Canada, New Zealand and Australia. Prior experience

also includes winemaking at Flat Rock Cellars in Ontario, Villa Maria Estate in Hawkes Bay, New Zealand and Mountadam Vineyards in Barossa Valley, Australia. Mr. Brooker is a graduate of Charles Sturt University in Australia (Bachelor of Applied Science - Wine Science) and also has a graduate diploma from Adelaide University in Wine Business. Commenting on the move to the Okanagan Valley, Mr. Brooker said, "The opportunity to be a part of the CedarCreek team and make wine from such high quality Okanagan vineyards is very exciting. I am looking forward to the challenge and opportunity of continually evolving the already highly regarded CedarCreek wines.



The vineyards are carefully managed by Justin Adams who is entering his 20th growing season with CedarCreek. Justin who resides at CedarCreek works closely with our vineyard manager Michael Mauz at Desert Ridge and Haynes Creek in Osoyoos. Utilizing the Seasonal Agricultural Workers Program, CedarCreek has nine viticulture workers from Oaxaca, Mexico working with them for eight months of the year. The Mexican crew has made an impact with their highly efficient and skilled viticulture techniques. CedarCreek farms for flavours at its three unique sites totaling 150 acres, which now represent over 80% of our grapes, enabling us to craft some of the finest wine from the Okanagan Valley

For More Information Contact: (Insert Media Contact Information Here)

BOILERPLATE

What is a Boilerplate

- A boilerplate is usually found at the end of a press release, and briefly describes your winery. The short paragraph consisting of just a few sentences concisely explains who you are. The same boilerplate is usually used on every press release the company releases. It is important to remember boilerplates should be up to date, clearly written and short in length

Why Use it

- A boilerplate provides a brief outline of who you are and provides context for members of the media reading your press release, media advisory or pitch
- Provides a sense of your brand

When Would You Use It

- A boilerplate should be written at the bottom of any product written for the media, every boilerplate should be the same

Each Winery Should Have....

A Boilerplate about:

- Winery
**Hard Copy and Online Versions of
Releases and Advisories**

What is an Organization Profile

- More detailed information about your organization
- Includes main goals and objectives
- Includes media contact information
- Could be a different version of a backgrounder



CEDARCREEK
ESTATE WINERY

BOILERPLATE

CedarCreek Estate Winery is one of BC's first 8 wineries, located in the heart of the Okanagan Valley. Owned and operated by the Fitzpatrick Family, we are passionately dedicated to crafting 100% premium B.C. VQA wine.

ORGANIZATION PROFILE EXAMPLES



Wine Country Ontario
www.winecountryontario.ca

ORGANIZATION PROFILE

Wine Country Ontario invites consumers to experience and learn why 100% locally grown Vintner's Quality Alliance (VQA) wines taste better. Wine Country Ontario is dedicated to promoting Ontario's wine-growing regions –Niagara Peninsula, Prince Edward County and Lake Erie North Shore. It is also an expression of the entirety of the Ontario wine-country experience: how the wine tastes, where it's made, how it marries with local food, and how it reflects the overall lifestyle of each region. Wine Country Ontario is a place that is unlike anywhere else. It is a place where grape growers, winemakers, food artisans, chefs, B&B owners and innkeepers, tour guides and tourists come together to celebrate a culinary experience that is part of every culture in the world – but in a way that is uniquely our own. Wine Country Ontario is truly so much more than just a bottle of wine. Wine Country Ontario is a consumer facing brand that is a trademark of the Wine Council of Ontario, a non-profit trade association that promotes Ontario's vintners and the unique qualities of our authentic, 100% VQA wines.

For more information on the Wine Country Ontario visit www.winecountryontario.ca.

CONTACT INFORMATION

Magdalena Kaiser-Smit

Public Relations Director - Marketing & Tourism - Wine Council of Ontario for "Wine Country Ontario

Tel: office: 905-562-8070 x228

Tel: cell: 905-246-1922

magdalena@winesofontario.org

Twitter: [@winecountryont](https://twitter.com/winecountryont)



Wine Council of Ontario
www.winecouncilofontario.ca

ORGANIZATION PROFILE

The Wine Council of Ontario (WCO) is the champion of Ontario's high quality, authentically local Vintner's Quality Alliance (VQA) wines and of promoting wine country as a destination. As a non-profit trade association, WCO represents 80-plus wineries from across the designated viticulture areas of the province: Niagara Peninsula, Prince Edward County, and Lake Erie North Shore. Our members are grape growers, manufacturers and leaders in tourism in their communities. We are the future of Ontario's wine industry, which is a source of new investment, jobs and award-winning wines. The Wine Council of Ontario's role is to promote Ontario VQA wines and vintners, support the production of excellent local wines valued at home and abroad, and build on the substantial economic benefits that the VQA wine industry brings to the province. Authentically local VQA wine is made without imported grapes. The Wine Council of Ontario promotes the unique qualities of Ontario's locally grown wines through its consumer facing brand Wine Country Ontario.

For more information on the Wine Country Ontario visit www.winecountryontario.ca.

For more information on the Wine Council of Ontario visit www.winecouncilofontario.ca.

CONTACT INFORMATION

Magdalena Kaiser-Smit

Public Relations Director - Marketing & Tourism - Wine Council of Ontario for "Wine Country Ontario"

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Tel: 905-246-1922

magdalena@winesofontario.org

Twitter: [@winecountryont](https://twitter.com/winecountryont)

FACT SHEET

What is a Fact Sheet

- One page, bullet point list of fast facts
- Can include statistics, business hours, best selling products, etc.
- At a glance, provides a quick outline that can give some information to media about your winery
- Can add fun or creative elements

Each Winery Should Have....

A Fact Sheet with:

- Fun facts
- Statistics
- Hours
- Products
- Awards

Hard Copy and Online Versions

Why Use It

- Gives media some quick and fun facts to include in their stories without having to do extra research on your winery or your wines, etc.

When Would You Use It

- Include in a media kit and in online media room
- Add some character to your media kit



FACT SHEET

CEDARCREEK

ESTATE WINERY

Purchased in 1986, CedarCreek released its first wines in 1987 and was one of the **first 8 pioneering wineries of BC**

The Vineyards

Ask anyone who grows grapes and they'll tell you that roots are important. In our case they run very deep, as the Fitzpatrick's respect for the land over four generations in the Okanagan has led to the establishment of four unique vineyard sites totaling 150 acres on bench lands overlooking the lakes of the Valley.

CEDARCREEK

Located in Kelowna, CedarCreek vineyards were planted in the 1930s. Purchased by Senator Fitzpatrick in 1986, it is now home to the winery, wineshop, Terrace Restaurant and 50 acres of Pinot Noir, Merlot, Chardonnay, Pinot Gris, Gewürztraminer, Riesling and Ehrenfelser. This northerly site, consisting of clay, loam and some sandy soil, is ideally suited for Pinot Noir and the white aromatics.

DESERT RIDGE

Near Osoyoos, Desert Ridge is adjacent to a property where the first table grapes were grown in the late 1930s. Sixty years later, the same stony soil has given way to 25 acres of Bordeaux reds; specifically Merlot, Cabernet Sauvignon, Cabernet Franc, Malbec and Petit Verdot.

HAYNES CREEK

Located in Osoyoos, Haynes Creek was once grazing land that was converted to soft fruit in the 1940s. Senator Fitzpatrick's father worked with these growers who delivered extremely ripe fruit destined for the Zenith label at the "Mac & Fitz" packing house. The sandy soils in this hot site are planted with 35 acres of the five Bordeaux reds plus Syrah and Viognier.

PRODUCT SHEET

What Is a Product Sheet

- A product sell sheet is a one-page sheet used to attract attention to your wines
- The sell sheet should contain full-colour pictures of your product (a picture of the wine bottle for example) as well as a short description of the wine
- When you make a product sell sheet, take the time to make it look professional, neat and simple
- Ideally focus on one type of wine that your winery produces

Why Use It

- Provides quick and easy information about your product to members of the media, gives them all details they need when writing a story about your product
- Also provides consumers with an overview before purchasing your product

When Would You Use It

- A product sell sheet is useful when you are preparing a media or press kit. It is also a useful addition to a product marketing plan. When you are selling a product to retailers and distributors, they need to see these important details to make a decision on whether to carry it in their stores. When you are seeking publicity for the product, know that media contacts will want to see a sell sheet so that they can accurately report on the product

Each Winery Should Have....

A Product Sheet with:

- Name of Wine and the Year
 - Appellation/Location, VQA Designation/Address of the Winery
 - Technical Notes
 - o Alcohol Content
 - o Residual Sugar
 - o Total Acidity
 - o Harvest Date
 - o Release Date
 - o Aging
 - o Brix @ Harvest
 - Winemaker's Notes
 - Vintage Year
 - Tasting Notes
 - Additional Production Info
 - o Size
 - o Product Number
 - o Availability
 - o Price
 - o Number of Cases Produced
- Hard Copy and Online Version**



CEDARCREEK
ESTATE WINERY

2012 Proprietor's White

\$14.95

CSPC 214130
UPC 778913 012013



The early days of CedarCreek were dominated by this proprietary blend, which then was based mostly on hybrid grapes. Twenty-five years later, only premium vinifera fruit comes through our cellar doors. As a result, we have elevated this very affordable and aromatic blend, which now consists mostly of Pinot Blanc, Pinot Gris, Chardonnay, Riesling, Gewürztraminer, Viognier, and Ehrenfelser. All our winemaking decisions get the same attention to detail as the Proprietor's White does. And the results show in every bottle. On that, you have our word.

Harvest Date:

September 24 to November 7, 2012

Blend:

37% Pinot Blanc
17% Pinot Gris
11% Chardonnay
11% Riesling
9% Gewürztraminer
8% Viognier

Our Wine is Our Word.

Alcohol:

13.0%

Total Acid:

8.30g/l

Residual Sugar:

8.00g/l

pH:

3.63

Fermentation:

20 to 40 days in stainless steel

Bottling Date:

February 12 and 13, 2013

Release Date:

APRIL 2013

A NOT-SO-LITTLE, LITTLE THING

Canada's *Conundrum* at one third of the price.

WHAT WE SMELL

Flowers.

WHAT WE TASTE

Tropical fruit.

WE'D EAT IT WITH

Roast chicken.

The rotisserie-kind from the supermarket if you're short for time.

WE'D ALSO PAIR IT WITH

Board games.

5445 Lakeshore Rd, Kelowna, BC V1W 4S5

PHOTOS

What is a Photo Caption

- Include high resolution photographs that can be used by members of the media, photo captions describe who is in the photo, what their position is, also provides a very brief description of what is happening in the photograph

Each Winery Should Have....

A Photo Caption to:

- Accompany your **advisory or release**
Hard Copy and Online Version

Why Use it

- Member of the media are very busy, providing them with photographs with well written and concise captions helps make their job easier
- They may be more likely to pick up your story if they have a visual element to include

When Would You Use It

- Hard copies should be included within media kits
- Links and high resolutions files of the image should be including in online pitches and in online media rooms

MEDIA RELEASE

What is a Media Release

- A public relations announcement issued to the news media and other targeted publications for the purpose of letting the public know of your company's developments. **It must be newsworthy!**
- Generally a one or two page announcement of something noteworthy (the launch of a new product, a grand opening, new promotion, etc.)
- Answers the 5 W's: Who, What, When, Where, Why? (Try to answer all questions that the media might have within the first two sentences)
- Most important information goes at the beginning of the release followed by less important details (inverted pyramid style)
- Includes some background on the organization (boilerplate at the bottom)
- Include quotes
- Used to attract positive media attention (must be sent to appropriate media, target audience)
- Clear and concise
- If you send out a press kit, make sure it is sharp and professional-looking and that all graphic elements tie in with your company's logo and image
- Media Contact to handle all media requests and questions. They may then set up interviews with another spokesperson that is informed about a specific topic

Each Winery Should Have....

A Media Release about:

- New winemaker
- New products
- Grand Openings
- Events

Hard Copy and Online Version

Why Use It

- Used to bring media attention to a new product, grand opening, an event, must be newsworthy (needs an angle)
- Can be widely distributed
- Can be sent to online databases (CNW, Marketwire or on free sites as well)
- Provides all relevant information for media professionals, which makes it easier for them to write the story

When Would You Use It?

- To announce anything newsworthy, usually sent two weeks in advance
 - o **What Makes Something Newsworthy?**
 - Timely
 - High-Profile
 - A One-off (grand opening for example)
 - Controversial
 - Human Interest
 - Prominent/Significant

Does your event or story establish...

- A Connection?
- An experience?

Is your event or story...

- Unique?
- Relevant and Meaningful?

MEDIA RELEASE

How To Send A Media Release

Directly to Media Contact (Journalists, Freelance Writers, Bloggers)

- **Email release** directly to relevant media contact (can build media lists and search for contacts through different services). These should be with media that you have developed a relationship with

Paid:

- Cision Point (Bowdens)
- Vocus
- MediaNet Central
- MarketWire

Each Winery Should Have....

A List of:

- Important Media Contacts that you keep updated over time and have a relationship with

Free:

- LinkedIn Search

- online social media network that connects business professionals in different areas, LinkedIn can be used to search people who work for the media, by outlet, by contact name or by topic

- Technorati

- online blogging website, search through bloggers and blog posts by contact name or by topic

- **Call targeted media contacts** and see if they would be interested in your story
 - Types of media that may be interested in wine or Wine Country Ontario stories:
 - Wine
 - Food
 - Lifestyle
 - Travel and tourism
 - Business

The Wire

- For a fee you can post your releases online to a **newswire service**, most are based on number of words and distribution range and vary from outlet to outlet. Distribution is based on your request and fees reflect the reach (the broader the reach, the higher the rate). Fee is also based on the number of words in your release (good reason to keep media releases short and concise)
 - o www.newsire.ca
 - o www.sbwire.com
 - o www.pressking.com
 - o www.globenewswire.com
 - o www.thecanadianpress.com
 - o www.prweb.com
 - o www.prnewswire.com

Through Social Media

- Post links to the online document on your Twitter feed or Facebook Page
- Post the story on Facebook
- Tweet members of the media directly with a link to the release

MEDIA LIST

First Name	Last Name	Outlet	Contact Topic	Contact Title	Media Type	Twitter	Email	Phone	Home Page URL
Jessica	Allen	Foodie and the Beast	Food; Lifestyle	Blogger	Blog	@jessieraeallen	jessica.allen@bellmedia.ca		foodieandthebeast.org
Marc	Atchison	TravelLife	Travel	Editor & Senior Writer	Magazine		marc.atchison@travelife.ca		travelife.ca
Michael	Baginski	Canadian Travel Press	Travel Agents/Agencies	Publisher & Managing	Magazine		baginski@baxter.net	(416) 968-7252 ext. 423	travelpress.com
George	Bailey	The Silo	Travel	Travel Writer	Magazine	@thesiloteam		(519) 900-0073	thesilo.ca
Edith	Baxter	Canadian Travel Press	Travel Agents/Agencies	Editor in Chief	Magazine	@cdntravelpress	ebaxter@baxter.net	(416) 968-7252 ext. 407	travelpress.com
Michael	Bennett	The Hamilton	Travel	Travel Editor	Daily Newspaper		Mbennett@thespec.com	(905) 526-3279	thespec.com
Ilona	Biro	AOL Travel Canada	Hotels/Motels; Travel	Senior Editor	Blog	@ilona_biro	biro@rogers.com	(416) 960-6614	travel.aol.ca
Dave	Bouskill	The Planet D	Travel	Blogger	Blog		Theplanetd@gmail.com	(647) 379-4243	davebouskill.com
Sandy	Braz	Sandy B Blog	Food; Lifestyle; Travel	Blogger	Blog	@sandybraz	Sandybmedia@gmail.com		sandybblog.com
Chuck	Byers	Ask Chuck	Food; Wine/Winemaking	Blogger	Blog		charles.byers@sympatico.ca		chuckbyers.blogspot.com
Jim	Byers	Jim Byers' Travel Blog	Tourism; Travel	Blogger	Blog	@jimbyerstravel	jim@jimbyerstravel.com	(416) 367-2000	thestar.blogs.com/travel

MEDIA RELEASE TIMELINE

Timeline:

1. Generate a **relevant** media list
2. Create your **media kit**
3. Determine the best way to **contact** media (either through email, over the wire, through social media, over the phone, etc.)
4. Send your **media kit, media release or media advisory**
 - a. To a **specific media contact**
 - b. Over **the wire** (CNW/Marketwire)
 - c. **Tweet** a link to your release (generate a hashtag (#) to encourage discussion)
 - d. Post your release on **Facebook**
 - e. Post in your **online media centre**
 - f. Send to **Wine Country Ontario's** website (so they can include it on the site and in their eblast newsletters)
5. Follow up with media within **1-2** days to see if there is any interest in your story
(Contact media in the mornings as they are usually out of office in the afternoon)
6. **Keep track of all media** that attend your event/cover your story
7. Set up a **Google Alert** to keep track of any media coverage the event or story received



CEDARCREEK
ESTATE WINERY

MEDIA RELEASE

Tues., June 11, 2014
For Immediate Release

THE VINEYARD TERRACE RESTAURANT OPENS JUNE 14TH, 2014

KELOWNA, British Columbia, June 11, 2014 - CedarCreek Estate Winery is pleased to announce that Greg Keenan will be our Chef at the Vineyard Terrace restaurant this summer season.

Chef Keenan received his formal training at the University College of the Caribou as well as Vancouver Community College where he obtained a Culinary Arts diploma. Greg has also completed the Provincial Instructor Program and has qualified and received his Red Seal chef certification. He has worked with a number of prestigious fine dining establishments such as 360 Restaurant – CN Tower and Cin Cin's in Vancouver as well as restaurants in beautiful Sun Peaks.

Greg is excited to offer a farm to table culinary experience & feels that CedarCreek is an ideal setting to promote the best of the Okanagan.

This year the Vineyard Terrace Restaurant will serve brunch on Saturdays and Sundays from 11am to 2pm. The popular "Yoga & Brunch" package will also be offered every Sunday (beginning June 30th) which includes an hour long Yoga class followed by a specialty brunch in the Pavilion.

The open-air restaurant wraps around the CedarCreek Wine Shop with every seat affording a breathtaking view of vineyard and lake. It is a treat not just for the palate but also the eyes.

CedarCreek Vineyard Terrace Restaurant

June 14th - September 22nd

Seating capacity: 45

For reservations call: (250) 764-8866 ext. 107

CedarCreek Estate Winery is one of BC's first 8 wineries, located in the heart of the Okanagan Valley. Owned and operated by the Fitzpatrick Family, we are passionately dedicated to crafting 100% premium B.C. VQA wine.

-30-

For more information contact:

Gordon Fitzpatrick

Communications and Public Relations Coordinator

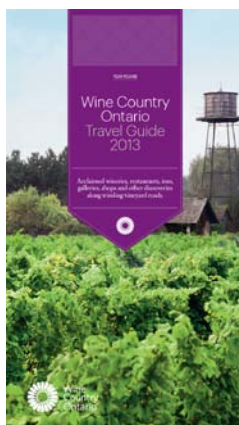
(250) 764-8866 ext. 113

fitzpatrick@cedarcreek.ca



New Travel Guide Launches with Most Winery Listings Ever

– Available at Ontario wineries now and at www.winecountryontario.ca –



Niagara, ON - (May 16th, 2013) – Award-winning vintages from Ontario wineries have won praise from experts the world over, so now it's time to venture deeper into our own backyard and discover the sources of all that acclaim. Ontario wine country attracts close to two million visitors each year and the newly release 2013 Wine Country Ontario travel guide makes trip planning to Ontario's wine regions especially easy. The 2013 edition boasts 101 wineries, the most ever!

Released at wineries this week, this must-have travel tool, in partnership with the online winecountryontario.ca, and convenient pull out map allows visitors to explore a year-round world of vintner-hosted tastings, inspired cuisine, elegant inns and unforgettable experiences. This year's guide includes winery properties from Ontario's four primary wine destinations – Lake Erie North Shore, Niagara Escarpment & Twenty Valley, Niagara-on-the-Lake and Prince Edward County, in addition to the Emerging Regions section, where innovative vintners are expanding the borders of Ontario's Wine Country.

"This year's Wine Country Ontario Travel Guide is your guide to the charm and beauty that make Ontario's great wine regions a top travel destination," says Dr. Eric Hoskins, Ontario's Minister of

Economic Development, Trade and Employment. "Ontarians should be proud of our local wines, and by visiting our wineries they can discover firsthand why Ontario wines are recognized internationally for their quality and taste."

Throughout the year, copies of the Guide, will be available at winery locations and Ontario Tourism & Information Centers (OTIC). In June, 500,000 copies will be distributed in Food & Drink magazines and available at many LCBO stores. Consumers can order a free copy of the guide by calling 1-800-ONTARIO or view an easy to use flip-through electronic version at www.winecountryontario.ca.

"We couldn't be more excited about the depth and breadth of this year's Guide", added Ed Madronich, Chair of the Wine Council of Ontario. "Even veterans to Ontario Wine Country travel have some new gems to explore and new wines to taste and I know they will be excited by the prospects of these discoveries."

A few of the newer wineries along Ontario's Wine Route are:

- Prince Edward County's Lacey Estates that prides itself on its County Roots or Harwood Estates that has taken winemaking off the grid
- Harrow's Oxley Estate in the Lake Erie North Shore Region that is pioneering new varieties of wine developed just for Essex County
- Grey County and Collingwood Wine fans are raving about Coffin Ridge winery whose "Into the Light" and "Back from the Dead" wines bring a gentle humour to wine or perhaps Georgian Hills that is rewriting the agricultural history of the Beaver Valley area with its viticultural successes
- Vieni Wine and Spirits on the Niagara Escarpment who will be one of the first wineries to complement their fine wines with Grappa .

Wine Country Ontario also chose this year to use 100% post-consumer paper stock in alignment with its industry leading Sustainable Winemaking initiatives and the environmental choices our wineries and our winemakers make every day.

Wine Country Ontario is dedicated to promoting Ontario's wine-growing regions—from the wines and wineries themselves to the complete experience of each destination: local cuisine, year-round activities

and warm hospitality. Wine Country Ontario promotes Ontario's vintners and the unique qualities of our authentic, 100% VQA wines.

-30-

Media contact:

Magdalena Kaiser-Smit, Director of Public Relations – Marketing & Tourism

Wine Council of Ontario for "Wine Country Ontario"

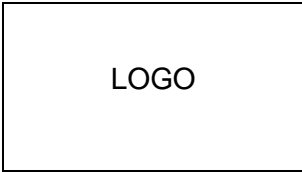
www.winecountryontario.ca

Twitter @winecountryont

905-562-8070 ext. 228

Cell: 905-246-1922

magdalena@winesofontario.org

**Media Contact:**

Name

Phone Number

Email Address

MEDIA RELEASE TEMPLATE
Immediate Release**TITLE OF NEWS RELEASE**
(Short and Grabs Attention of Media)

CITY, PROVINCE, Date – 1st Paragraph Should Answer the 5W's concisely:

Who: Is the story about?**What:** Is the story about?**When:** Is the story happening?**Where:** Is the story happening? (Include exact locations and addresses)**Why:** Is the purpose of this story?2nd, 3rd, 4th Paragraphs should

- Answer any other questions
- Include relevant **contact information**

Include **Quotes:**Finish with **Boilerplate:**

-30- (Everything above this can be published)

CONTACT INFO:

Name

Position

Phone Number

Email Address

Website

Wine Country Media Room Link

.../MORE (if more than 1 page)



Media Contact:

Name

Phone Number

Email Address

MEDIA RELEASE BLANK TEMPLATE

CITY, PROVINCE, Date – 1st Paragraph Should Answer the 5W's concisely:

Paragraph 1

Paragraph 2-Include Quote

Paragraph 3

Paragraph 4

Finish with Boilerplate

-30- (Everything above this can be published)

CONTACT INFO:

MEDIA ADVISORY

What is a Media Advisory

- A media advisory, or media alert, invites the media to an event, such as a grand opening, tasting or presentation. It's an invitation to attend an event that may or may not be open to the public
- Media advisories are very short. The headline is the event. The first paragraph is very short and covers details of the event — location, time, etc... It might also include information on where to enter the building, where to park and whether refreshments or a meal will be served
- Media advisories are typically sent twice, once a few weeks before the event and then a day or so before the event as a reminder

Each Winery Should Have....

An Advisory for:

- Upcoming Events for Media

FOR MEDIA ONLY

Hard Copy or Online Version

Why Use It

- Send to only relevant media who are likely to attend the event, used to target a select group of media in order to get coverage
- Much smaller distribution than press releases

When Would You Use It

- To invite media to an exclusive event, offering them an opportunity to experience your wines or winery before or in a different way than the general public

MEDIA ADVISORY

Where to Distribute Event Listings

Media Sites

NOTL/Niagara Escarpment

- 610CKBT
- BrockTV
- Buffalo News
- Buffalo Spree
- BuffaloVibe
- CBCHamilton
- CHC Community Hamilton
- Fort Erie Times
- Hamilton Spectator
- My Pelham
- Niagara Falls Review
- Niagara News
- Niagara This Week
- SNAP
- Toronto Life
- Welland Tribune

LENS

- Windsor Star
- Kingsville Reporter
- Lakeshore News
- Blackburn News
- topix.com
- London Free Press
- londoncommunitynews.com
- Windsor Observer
- River Town Times
- Detroit Free Press
- The Detroit News

Each Winery Should Post Their Events On...

- Wine Country Ontario Site

PEC

- countrylive.ca
- Country Magazine
- The County Weekly News
- The Picton Gazette
- The County Grapevine Magazine
- The Harvest Table Magazine

Entertainment & Special Events Sites

- Toronto.com
- TSEvents
- BlogTO

Tourism Sites

- Tourism Niagara
- **Wine Council of Ontario**
- **Wine Country Ontario**
- Ontario Tourism Marketing Partnership
- NOTL Chamber of Commerce
- Niagara Falls Tourism
- My Ontario
- Visit Buffalo Niagara
- Metro WNY
- Buffalo.com
- Wineries of Niagara-on-the-Lake
- twentyvalley.ca
- visitpec.ca
- princeedwardcountywine.ca
- epicwineries.com
- visitwindsorsex.com
- peeleeisland.com

Wine Interest Sites

- Vines Magazine
- iYellow Wine Club
- The Juice
- Niagara Grapevine Magazine
- Niagara Wine Videos
- Ontario Wine Society
- Toronto Life Food & Wine
- Wines in Niagara
- Spotlight Toronto
- City Bites
- WineAllign
- Grape Growers of Ontario



CEDARCREEK

ESTATE WINERY

MEDIA ADVISORY

Tues., June 11, 2014
For Immediate Release

THE VINEYARD TERRACE OFFERS EXCLUSIVE PRE-OPENING EVENT

KELOWNA, British Columbia, June 11, 2014 - CedarCreek Estate Winery is pleased to announce that Greg Keenan will be our Chef at the Vineyard Terrace restaurant this summer season. Chef Keenan received his formal training at the University College of the Caribou as well as Vancouver Community College where he obtained a Culinary Arts diploma. Vineyard Terrace officially opens on Sun., June 14, 2014. Members of the media are invited to experience a pre-opening lunch event to taste Chef Keenan's wine and food pairings.

WHO: Chef Greg Keenan

WHAT: Pre-opening tasting featuring Chef Keenan's stellar wine and food pairings.
Media will have the opportunity to try CedarCreek's newest red and white wine releases as well as Chef Keenan's unique culinary creations.

WHERE: Vineyard Terrace
5445 Lakeshore Road
Kelowna, British Columbia, Canada
V1W 4S5

WHEN: Sat. June 13, 2014
12:00 - 2:00 p.m.

-30-

For more information contact:

Gordon Fitzpatrick

Communications and Public Relations Coordinator

(250) 764-8866 ext. 113

fitzpatrick@cedarcreek.ca

LOGO

Media Contact:

Name

Phone Number

Email Address

MEDIA ADVISORY TEMPLATE

Immediate Release

NAME OF EVENT

(Short and Grabs Attention of Media)

CITY, PROVINCE, Date – 1st Paragraph Should Answer the 5W's in a **very short**

Who is hosting the event?

What is happening at the event?

When the event will take place?

Why the event is happening?

Where the event is happening?

Bullet List of Specific Event Details:

WHO: Information goes here

WHAT: Information goes here

WHEN: Information goes here

WHERE: Information goes here

Finish with Boilerplate:

-30- (Everything above this can be published)

CONTACT INFO:

Name

Position

Phone Number

Email Address

Website

Wine Country Media Room

Link

LOGO

Media Contact:

Name and Title

Phone Number

Email Address

MEDIA ADVISORY BLANK TEMPLATE

CITY, PROVINCE, Date – 1st Paragraph Should Answer the 5W's in a **very short**

Bullet List of **Specific Event Details:**

WHO:

WHAT:

WHEN:

WHERE:

Finish with **Boilerplate:**

-30- (Everything above this can be published)

CONTACT INFO:

Name

Position

Phone Number

Email Address

Website

Wine Country Media Room

Link

ONLINE MEDIA CENTRE

What is an Online Media Centre

- A resource for media to use
- Includes all relevant information that they need, makes it easy for them to write a story about you
- Provides context about your winery and story topics
- Also viewed by possible customers or guests
- Include all contact information for each employee (Name, Phone Number and Email Address)

Each Winery Should Have....

An Online Media Centre with:

- About
 - o Provides information about who you are and what you do
 - o Brief history about your winery
 - o This is the first place that the media will look to find information
- Key Facts
 - o Important or fun facts about you that can be added into any story
- Team
 - o Who works there
 - o What do they do
 - Owner, Winemaker, Chef, etc.
- Previous Media Releases
 - o Provides information on your latest developments
- Company News
 - o Informs about new developments at your winery
 - o New products, new hires, grand openings
- Images
 - o Logos
 - o High resolution pictures that can be included in a story
- Upcoming Events and Story Ideas
 - o Things that the media can pick up and write about
- Awards
 - o List of awards or accolades that your winery has been given
- Link back to **Wine Country Ontario Website**

Online Verison

ONLINE MEDIA ROOM

What Does Your Site Say to Media

First Impressions:

What message are you trying to send about your winery and your personality?

The Experience:

What are the points available online that help communicate your story and personality?

How can you use these points to communicate your story and personality?

What do media need to know to successfully cover your event or story?

- Provide all important information required
- **Always** provide contact information



Wine
Country
Ontario

MEDIA CENTRE

[MEDIA CONTACT](#) | [RETURN TO HOME SITE](#)



[ABOUT THE MEDIA CENTRE](#) 

[PRESS RELEASES](#)

[BACKGROUNDER & FACTS](#)

[STORY IDEAS](#)

[ICEWINE & SO MUCH MORE](#)

[OUR STORY: A COOL-CLIMATE WINE REGION](#)

[SEE OUR VIDEOS](#)

[TRAVEL GUIDE](#)

[AWARD-WINNING VQA WINES](#)

[PHOTO & IMAGE DOWNLOADS](#)

[RESTAURANT RECOGNITION — WE LOVE WINE COUNTRY ONTARIO](#)

[OTHER INDUSTRY RESOURCES](#)

[Contact us](#) | [Media Centre](#) | [Trade resources](#) | [Legal](#)

SOCIAL MEDIA RELEASE

What is a Social Media Release

- An evolved approach to preparing media releases characterized by a multimedia and facts-oriented approach
- Integrates video clips, bookmarks, citations, blog posts, multiple links and resources allowing media to pick and select individual info items that may best serve their interest, editorial style and audience
- An approach to releasing announcements in multiple media, all individually open to re-use and re-distribution and capable to transform a static text-only press release into a dynamic venue for relevant conversation and multimedia contributions on the topic

Each Winery Should Have....

A Social Media Release that has...

- Logo
- Contact Information
- Title
- Key Facts
- Winery Profile
- Summary
- Embedded or Links to Images or Video
- Important Web Links
- Quotes
- Links to Social Media
- Boilerplate
- Links to More Information (PDF)

Online Version

ENHANCED MEDIA RELEASE

(THE SOCIAL MEDIA RELEASE)

Where to Distribute Social Media Releases

- Over the **wire** (for a fee based on number of words, links, images, videos, etc.)
 - o Pitch Engine
 - o CNW (Canada Newswire)
 - o MarketWire
 - o RealWire
- On your website in your **Online Media Centre**
- Through **Social Media**
 - o Facebook
 - o Twitter
- Easy to share and has many assets in one place

Each Winery Should Have....

A Social Media Release to...

- Share over the **wire**
- Share on **social media**
- Link to **Wine Country Ontario** and **Wine Council of Ontario** websites
- Online Version**

LOGO

Media Contact:

Name and Title

Phone Number

Email Address

SOCIAL MEDIA RELEASE

Contact Information: Spokesperson Name

Phone

Email

Website

Winery Name

Phone

Email

Website

Media Release Headline

Highlights

Key Facts Listed Here In Bullet Form

Summary of Highlights

In Paragraph Form

Embedded Media or Links to Media

- Images
- Video
- Other

Winery Profile

- Logo
- Owner
- Winemaker
- Other Important Info
- Website

Links to Important Websites

- Your Online Media Room
- Wine Council of Ontario
- Wine Country Ontario
- Other

Quotes

- From Owner
- From Winemaker
- From Chef
- From Customers

Links/Icons to Social Media Pages

“Click to Share”

- Twitter
- Facebook

Boilerplate

Links to More Information (PDF Format)

Contact Information

PITCH

What is a Pitch

- A pitch is a short targeted story idea sent to members of the media, usually through email
- Should be personalized, pitched directly to a member of the media
- Must show that you have done research on the individual (what their articles are about, their interests, common themes)
- Short and straight to the point, should include links to an online media room that has access to high resolution pictures
- Headlines should grab attention and spark interest

Each Winery Should Have....

A Pitch to:

- Email Media about upcoming events or story topics

Online Version

Why Use It

- Quick and easy way to get your message to targeted media
- Can encourage coverage because it is more personal

When Would You Use It

- To get media coverage of a new product launch, a grand opening, etc.
- Must have a good angle, need to make the members of the media interested in what you are doing
- Used to get publicity from very specific members of the media

MEDIA CONTACTS AND SPOKESPERSON

What is a Media Contact

- A designated individual who has all of the information required to properly interact with the media
- Is responsible for controlling all flow of information to and from media
- Should be able to answer most questions the media may have and/or direct them to credible sources
- Is responsible for organizing interviews with the media
- It is important to have one individual talk to the media to ensure that your key messages are communicated consistently
- Media contact may or may not provide quotes or they may direct media to speak with a designated spokesperson
- Every communication leaving the winery should include the media contact's **name and title, phone number and email address**

Each Winery Should Have....

A Media Contact to:

- Control flow of information to and from media
- Answer questions directly from media
- Organize interviews with the media

For Example:

Media Contact:
Name and Title
Phone Number
Email Address

What is a Spokesperson

- The elected voice of the winery, the spokesperson is chosen to speak on behalf of the winery
- Can be different than the media contact
- Provides quotes on behalf of the winery to the media