



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

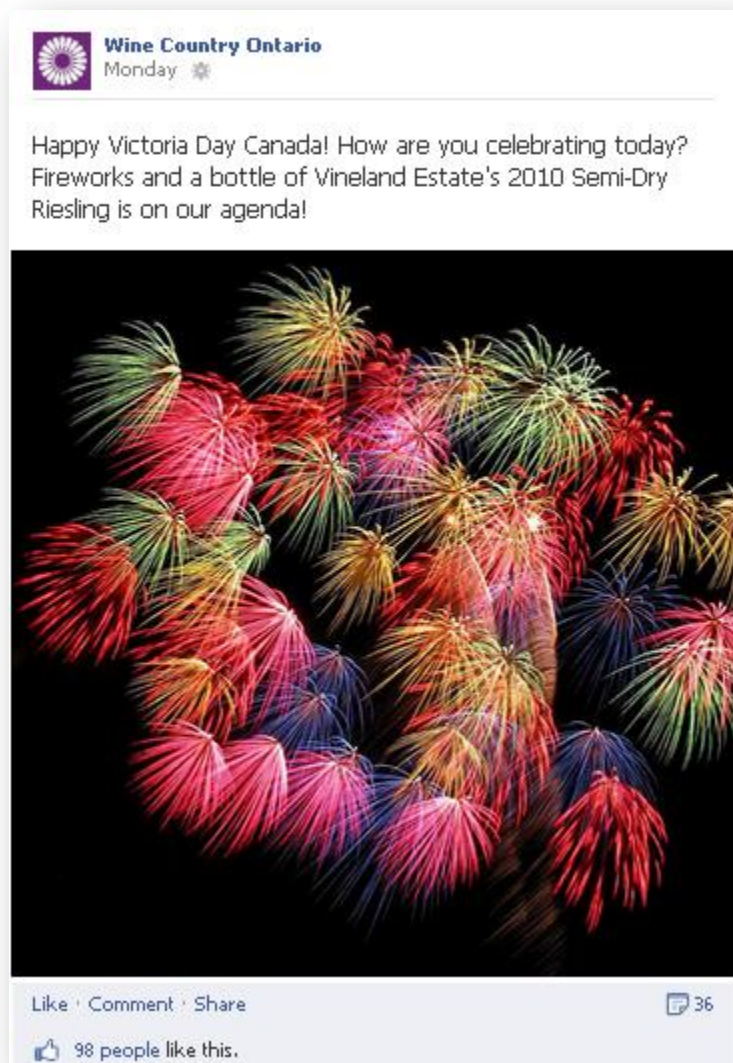
*Spotlight* on Wine Country Ontario highlights social media coverage and mentions for WCO activities, including programs and events, generated by the WCO team and Veritas. Each week we will provide insight on our most successful posts, interesting consumer interactions, community growth and relevant news or events. Enjoy!

### Highlight Of The Week:

This week's highlight was a post on Thursday, May 23<sup>rd</sup> about International Chardonnay Day! The Facebook and Twitter posts featured a creative image celebrating Chardonnay along with copy asking fans to share their favorite type of Ontario VQA Chardonnay or stories and memories about the wine. The image was very successful with 11 comments, 92 likes and 115 shares to date! Those pages that shared the image included the *i4C* official page, *Niagara Wine Festivals* page and *Essex County Wineries* page, among many others. The popularity of the post demonstrates the love for Ontario Chardonnay and also enthusiasm for an occasion that some fans may not have been aware of previously and were happy to share on their networks.

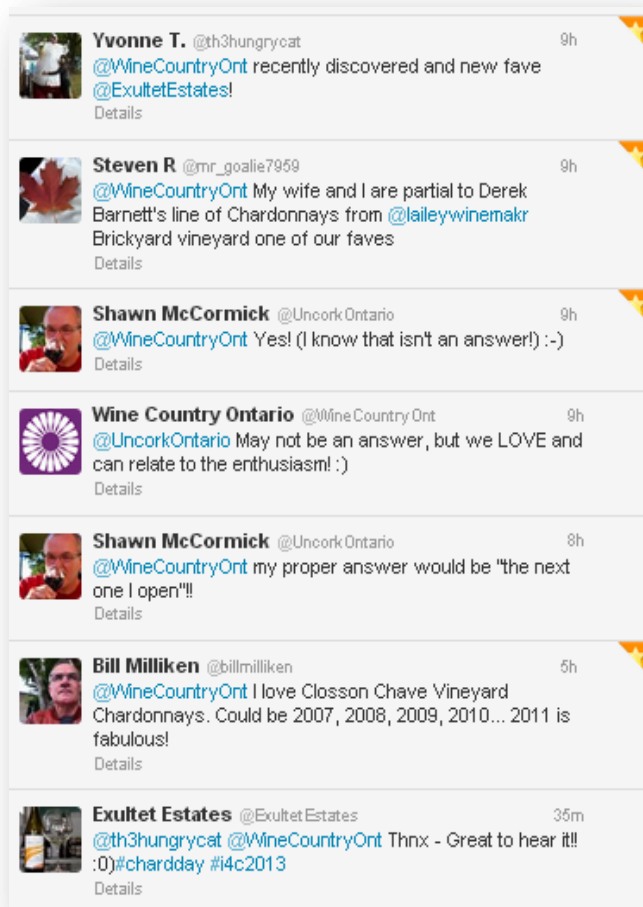



Another highlight of the week was our Victoria Day content on May 20<sup>th</sup>. The fun and colorful image of fireworks emphasized the joy and celebration of the holiday. The image received 5 comments, 36 shares and 98 likes to date! Linking VQA wines to holidays and other special occasions is a great reminder for our fans to celebrate these events with quality Ontario wines.






### Consumer Engagement:

This week, our Twitter post on Thursday, May 23<sup>rd</sup> about International Chardonnay Day also resulted in high engagement levels including 8 retweets and 6 comments. Yvonne, the winner of the recent Wine Country Ontario's Mother's Day contest winner, responded and shared her love for Exultet Estates Chardonnay which they thanked her for.





**Wine Country Ontario**  
 @WineCountryOnt

Happy International Chardonnay Day wine fans! What is your favourite ONT Chardonnay? #Chardday  
[pic.twitter.com/FitelfPQ1h](http://pic.twitter.com/FitelfPQ1h)

 Reply
  Delete
  Favorite
  More





8 RETWEETS

11:24 AM - 23 May 13 [Flag media](#)

Another highlight of the week included Yvonne's tweet expressing her excitement about receiving her gift certificates. She also shared a picture of the congratulatory letter she received.



### Social Channel Update:

Facebook Likes: 28,080(+50 Likes)

Twitter Followers: 6,759 (+82 Followers)

### Coming Up Next Week:

Next week we have some great content lined up including:

- \* The 13th Street Winery will be profiled for Winery Wednesday
- \* Activities in wine country
- \* Tasty wine and food pairings
- \* Wine fact about growing wine in cooler regions