



Wine  
Country  
Ontario™

# Town Hall Meeting

Oct. 27, 2011



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# Advertising Campaign

## Program Highlights:

- 128 - 10' x 20' billboards – Toronto GTA (3 executions)
- 3 - Digital Billboards on the Gardiner Expressway
- 120 - Bus Shelter ads in Toronto, Ottawa and London (3 executions)
- 1 – Food & Drink ad in the autumn issue with contest
- Campaign in market from August 29 to October 27



**DRINK IT  
ALL IN**

**WINECOUNTRYONTARIO.CA**



Wine  
Country  
Ontario™



# Bus Shelter Ads



Depicting a variety of things to do in Wine Country Ontario, beautiful scenery, cycling, dining, shopping and of course wine. Contest entry through QR code.





# Campaign Results

## DRINK IT ALL IN.

Label this the ultimate getaway. Wine Country Ontario indulges more than a love of fine wine. Experience the charms of local shops, innovative menus, rejuvenating spas and hiking and biking trails that breathe in these regions' unique landscapes. Explore Lake Erie North Shore, Pelee Island, the Niagara Peninsula and Prince Edward County now at [winecountryontario.ca](http://winecountryontario.ca).



SCAN FOR YOUR CHANCE TO WIN a design-your-own weekend for two in wine country or visit [explore.winecountryontario.ca](http://explore.winecountryontario.ca)

No purchase necessary. Contest closes October 31, 2011. Must be 18 years of age or older and a resident of Ontario. Odds of winning depend on number of contest entries. A skill-testing question will be required. For complete contest rules and regulations visit [explore.winecountryontario.ca](http://explore.winecountryontario.ca)





- Contest Open rate of 85% vs. industry norms of 65-70%
- Increased hits to our website +12% vs. last yr's campaign that peaked at 10%
- Recognition for the ad campaign by writers from Marketing Magazine
  - Article in Magazine October 12
- 416 Cylestyle.com has picked our ad and pasted it into their blog.
- Better placement of both billboards and bus shelter ads in downtown Toronto
  - Yonge and Davisville
  - Yonge & Eglinton
  - Mississauga Square One
- Added value equal to last year's campaign
- Ad Tracking study to test consumer reaction.



# Social Media

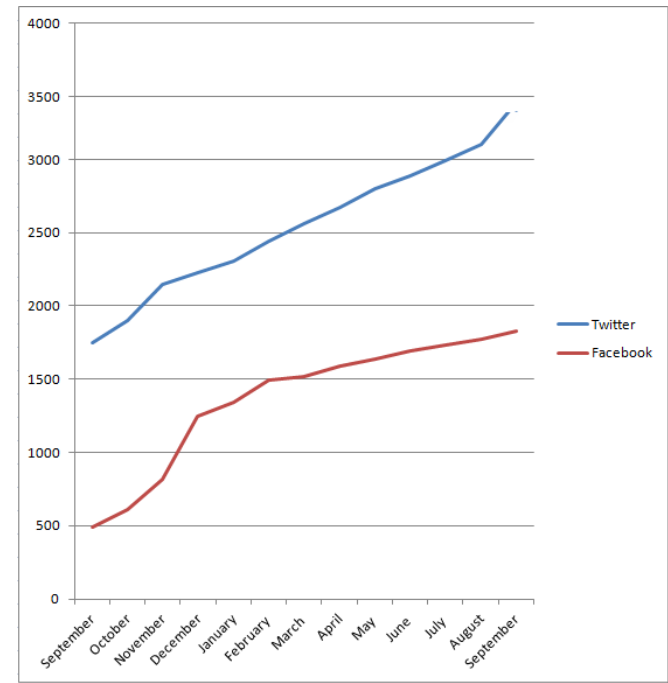
## Program Highlights:

- Social Media Assets:
  - Daily updates on Twitter - winecountryont
  - Daily Facebook updates
  - Monthly Blog –focus on regional experiences
  - Continual growth in fan base.
- New Member Social Media Took Kit: 
  - Ready to Distribute: Tips to help you get started, improve your success, leverage Wine Country Ontario assets, how are consumers using the tools and what's new and how can these tools be used.
- Wine Country Ontario Ambassador Program: 
  - December: Is an on-line contest designed to find the “Ultimate Wine Country Ambassador”. Consumers will submit videos showing why they are the ultimate ambassador. Regional finalists will be selected and awarded prizes and a chance to win prizes & write a blog.



# Program Results:

- Followers on Twitter and Facebook continue to grow along with the volume of conversations.
- Facebook followers to date: 1830
- Twitter followers to date: 3390
- The blog is getting about 300-400 clicks per month





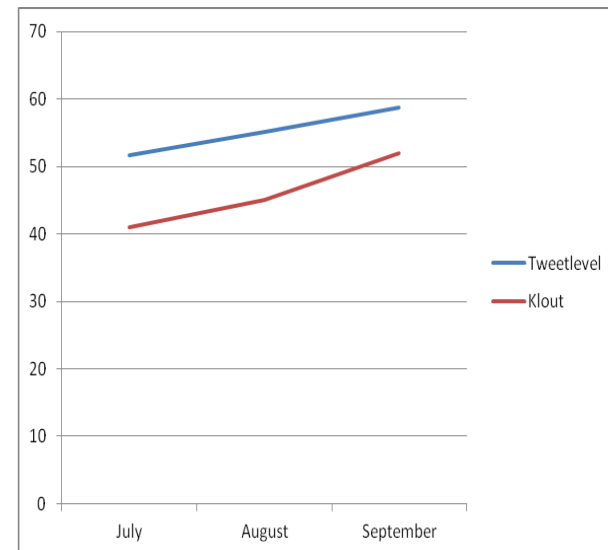
# Program Results

**Tracking Influence:** We recently started tracking Twitter influencer metrics, using tools such as Klout and Tweetlevel. These tools gauge user influence by tracking and analyzing the following criteria:

- How many people a Twitter account influences (True Reach)
- How much a Twitter account influences its audience (Amplification)
- How influential the Twitter account is within its online community (Network Score)

**The Good News:**

***Increased levels of conversation  
and increased interest and traction  
towards Wine Country Ontario from  
the Twitter community.***







# Website Refresh

## Program Highlights:

The site will be the hub for all things that constitute the authentically local experience of Ontario's Wine Country.

- New look
- Improved user experience
- Improved navigation
- Improved trip planner
- New sections that include:
  - What's New
  - Meet the Experts
  - Links to Thing we Like
  - Book Now feature
  - Visiting Wine Country
  - Where to Buy





# Program Results

- Established working group
- Started with a consumer strategy
- Design is completed and approved
- Copy writing completed and in process of revision
- Reservation tool communication sent to members
- Project on target for completion December 7<sup>th</sup>





# Experiential Tasting Program

## Program Highlights:

To bring engaging, meaningful tasting experiences to wine consumers in places where they will be open and receptive. But not expected.

### Components:

- Key messages about wine country, wineries and VQA wines.
- Photo albums filled with various wine country experiences.
- Staff will consist of a team leader, brand ambassador's and a sommelier.
- Create Wine Country Experience Lounge.
- Potential venues:
  - Christmas Market Distillery District, Toronto - Booked
  - Apple Harvest Festival Blue Mountain
  - Ottawa Winterlude
  - Nuit Blanche



# Program Highlights

This Tasting Lounge is designed to fit into any indoor or outdoor festival or market.





# Program Results

- Working group
- Selected a supplier
- Selected a team
- Team Wine Country Immersion on Oct. 20
- Creative brainstorming underway
- First event in early December





# Area Profile Signs

Welcome to

**Lake Erie  
North Shore  
& Pelee Island**



Wine  
Country  
Ontario™



- 2 installed on the 401 Windsor Essex corridor – Fall 2011
- 3 in Niagara to be refreshed with new brand identity – Spring 2012



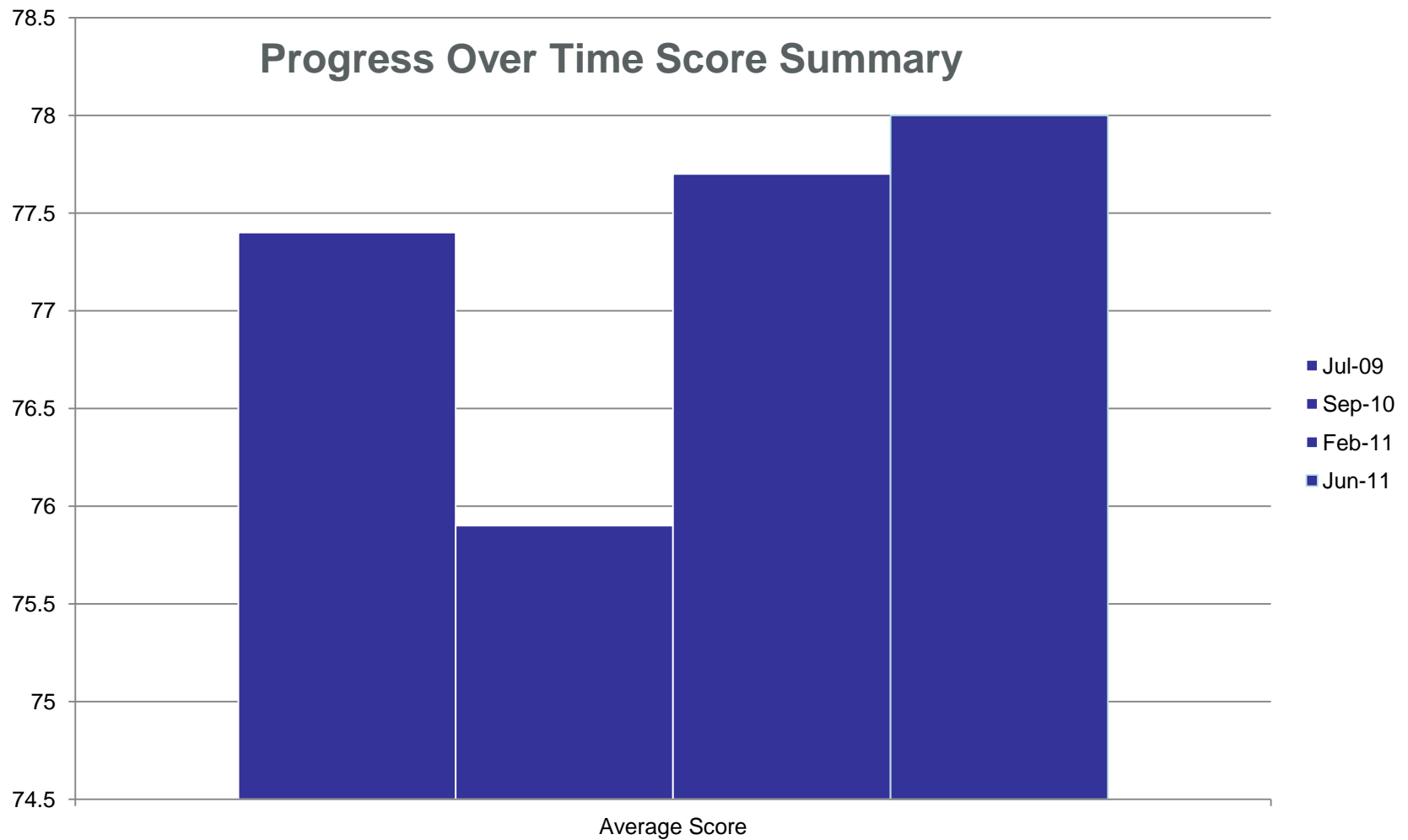
# Visitors First Program

## Program Highlights:

- Conduct secret shopper visits 3 times per year.
- Review and develop training programs to address the gaps.



# Program Results



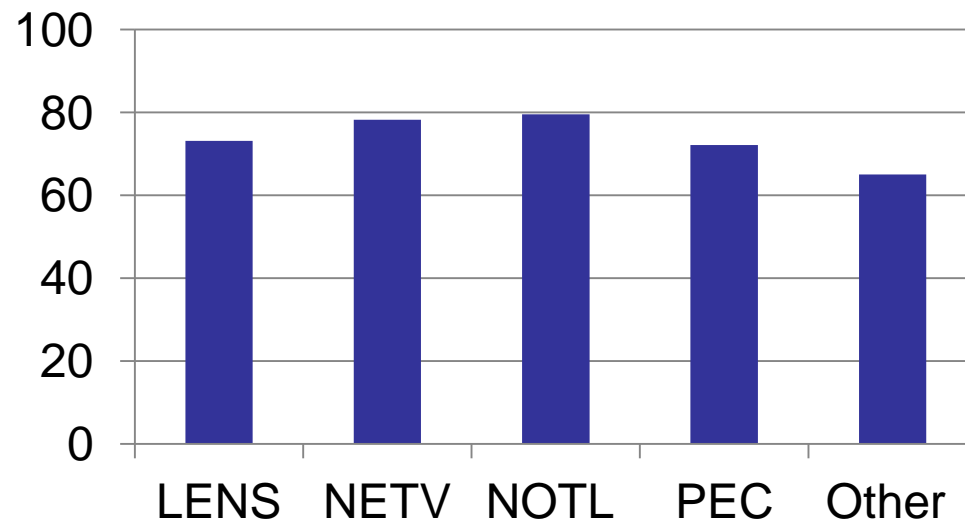


# Program Results

## Regional Breakdown

### Regional Scores - 2011

LENS - 73.1%  
NETV - 78.2%  
NOTL - 79.5%  
PEC - 72.1%  
Other - 65%





# Program Results con't

How are we addressing those gaps?

- Reports from each inspection
  - Wineries receive their report in a timely manner following their inspection – each report contains comments of the experience received and suggestions on how to increase the scores as well as YTD summary of how they have improved or summarize areas that need more focus.

Alignment of all Training programs, including front line staff training, advanced level training, evaluations, metrics and tools for managers to improve performance and year-round staff to achieve the goal of providing an exceptional experience to all Wine Country Ontario travelers.





# Retail Training Alignment

Holistic approach – all components of the retail training programs will be aligned to provide the best support for wineries.

- Advanced Level – RFP process complete and awarded to Belding – Skills Training & Development will create a short term and long term plan
  - First step will be Customer Experience/Sales Workshop in October, focused on:
    - Appropriate skills and behaviors to generate increased product sales and consumer loyalty
    - Segment on strategies for leading and coaching these skills
    - Creating performance standards
    - Motivation tools for staff
    - Support through emails and information following the training to keep the knowledge fresh and sustain the skills
  - Program to include plan for spring refresher, new front line training course as well as more in-depth coaching training for senior staff.
  - Longer term – Annual training program incorporating all levels: new; seasonal; full-time and evaluations



# Wine Appellations – Online Course

## Program Highlights :

- We have partnered with Canadian Food and Wine Institute (CFWI) to develop an on-line educational training program to raise the value of the certificate through a partnership with the CFWI. By creating an online distance learning course we are able to reach a greater number of trade and consumers.
- Developed and executed 1 educational workshop this year as a pilot for College educators, a train the trainers program to help ensure that the program is executed consistently across colleges in Ontario. This program was a great success.
- We expect this program to launch in early 2012.



# Doing Business With the LCBO

WCO members are invited to a meeting with the LCBO and Vintages Product Management team on Tuesday Nov. 8 from 10:30am – 1:30pm.

Where: Rockway Glen

Topics: “What it takes to achieve success” new listings, how to stay competitive, how to maintain sales performance and distribution.

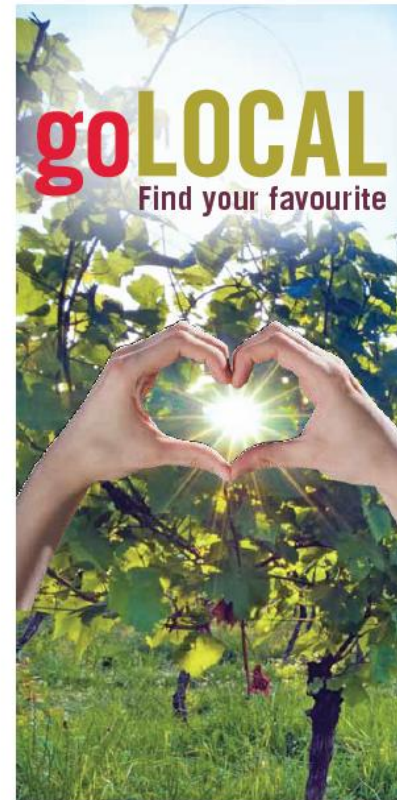
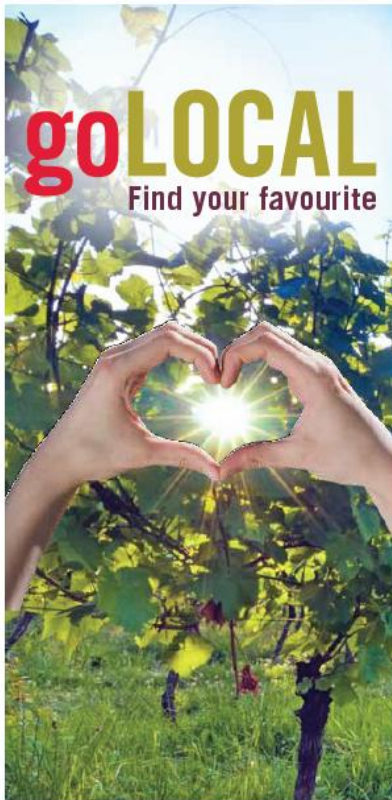
- Sales trends
- Everything you will want to know about getting started at the LCBO
- Building your business plan
- Industry “Best Practices” to succeed in achieving new listings
- Industry “Best Practices” once your wine/wines have been accepted
- Industry “Best Practices” once your wine has been released
- New initiatives at the LCBO and Vintages



# LCBO goLocal Promotion

## Campaign Highlights:

- POS themed “Find Your Favourite” depicted in the creative by the heart symbol.





# LCBO goLocal Promotion

## Campaign Highlights:

- End Aisle displays by flavour profile



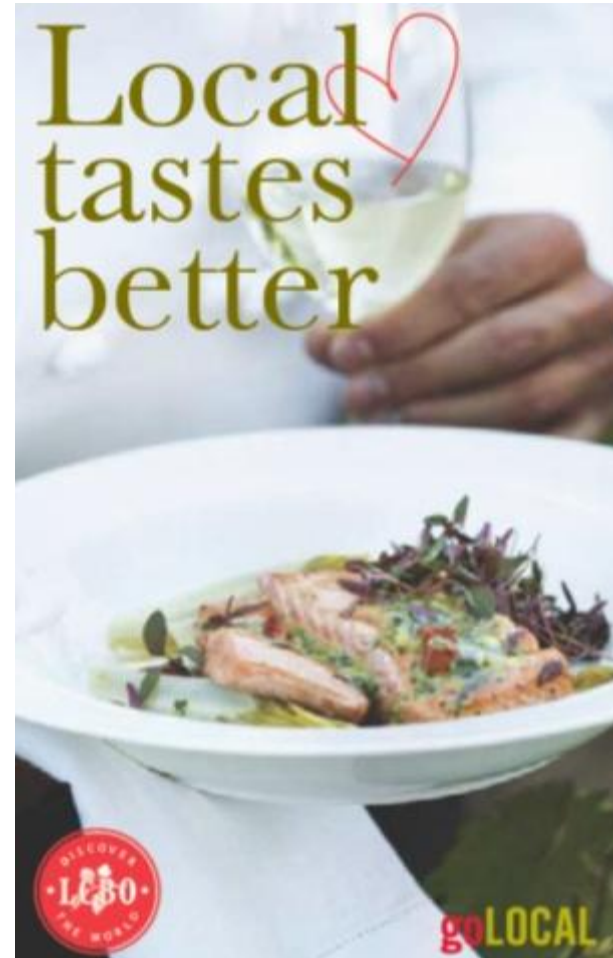




# LCBO go Local Promotion

## Program Highlights:

- 170 stores with VQA only displays
- TV Advertising
- Recipe books featuring local food recipes
- Licensee Engagement – 115 restaurants
- go Local website
- PR & Digital Media
  - Blogger FAM tour 2 regions 50+ participated
  - Blogger contest
- In-store tastings – Biggest year yet!
- Employee engagement
- Brochure (FSI) in major newspapers
- Food & Drink magazine feature





- Included a goLocal window decal and Food & Drink ad

25



# Vintages goLocal

- Cool Climate Chardonnay and Pinot Noir feature.
- Female winemaker special feature.

**VINTAGES**  
Love story  
10 great reasons to celebrate Ontario wines

**LCBO**

DISCOVER OUR LATEST COLLECTION, IN STORES SATURDAY, SEPTEMBER 10, 2011

**6 Pinot Noir mastered.**

**COYOTE'S RUN RED PINO**  
WINEMAKER PINOT NOIR 2009  
VQA Four Mile Creek  
13.5% Alc./Vol.  
\$24.95 / 750 mL

**LAILEY PINOT NOIR 2009**  
VQA Niagara Peninsula  
13.5% Alc./Vol.  
\$24.95 / 750 mL

**LE CLOS JORDANNE VILLAGE**  
RESERVE PINOT NOIR 2009  
VQA Niagara Peninsula  
13.5% Alc./Vol.  
\$30.00 / 750 mL

**ROSEWOOD ESTATES**  
PINOT NOIR 2009  
VQA Niagara Peninsula  
13.5% Alc./Vol.  
\$20.00 / 750 mL

**FOR COMPLETE TASTING NOTES, SEE PAGES 32 TO 33**



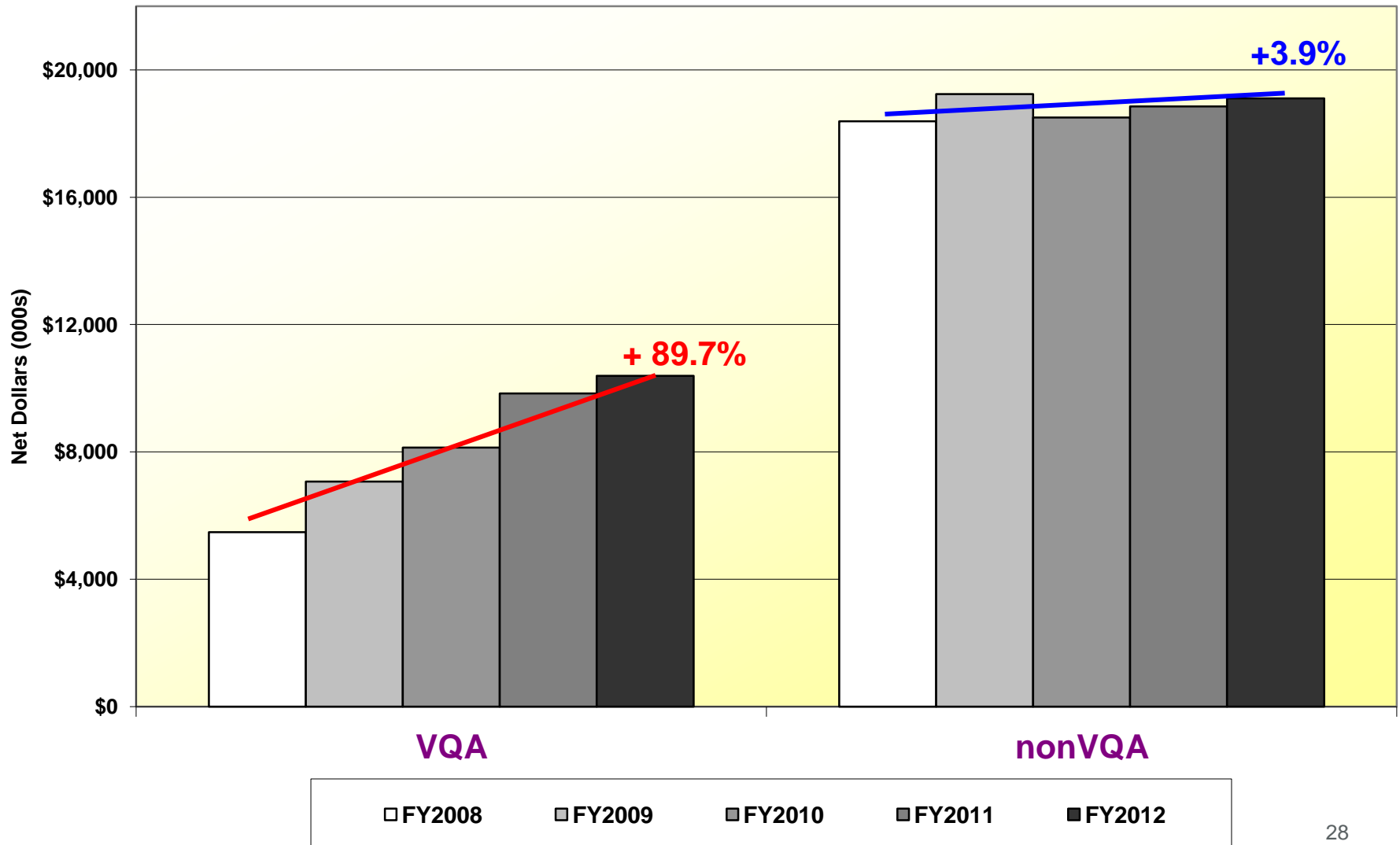
# goLocal Promotion Results

- LCBO Wines
  - White VQA +10.2%
  - Red VQA down 1.0%
  - **Total VQA category +5.1%**
  - **Total LCBO Wines Category +2.5%**
  - Wines in the FSI were up +28.8%
- Vintages Wines
  - VQA wines +5.2%
  - VQA red +21.7%
  - VQA white -8.6%
  - **Total VQA +5.2%**
  - **Total Vintages +10%**
  - Imports +10.7%



# goLocal Promotion Results

LCBO P7 Ontario Wine Sales - General List  
Growth in Net Dollar Sales (VQA vs nonVQA)







# Taste Ontario

## Program Highlights:

- Toronto event on Sept. 19 at new Ritz Carlton Hotel
- Ottawa event planned for Feb. 6 2012 at National Gallery
- Vintages invites wineries to participate in consumer tasting

**TASTE TORONTO ONTARIO!**

Wine Country is coming to town

Experience the excitement of Ontario wine with more than 150 wines from 53 of our top wineries – all without leaving the heart of Toronto.

Come and meet the passionate and talented people behind these great wines from our four regions, Prince Edward County, Lake Erie North Shore, Pelee Island and Niagara Peninsula.

Learn how versatile and food-friendly Rieslings are at our "Mastering the Match with Riesling" food station.

WINE COUNTRY ONTARIO PRESENTS

**TASTE TORONTO ONTARIO!**

Admission is by RSVP and reserved for media and members of the hospitality trade only. Register at [www.tasteontariotoronto2012.ewesttorie.com](http://www.tasteontariotoronto2012.ewesttorie.com)

Monday, September 19, 2011  
The Ritz-Carlton  
181 Wellington St. W., Toronto  
1:00 pm – 4:00 pm

 Wine Country Ontario  
[www.winecountryontario.ca](http://www.winecountryontario.ca)

In partnership with  
**VINTAGES**  
THE WORLD'S BEST WINE & SPIRITS

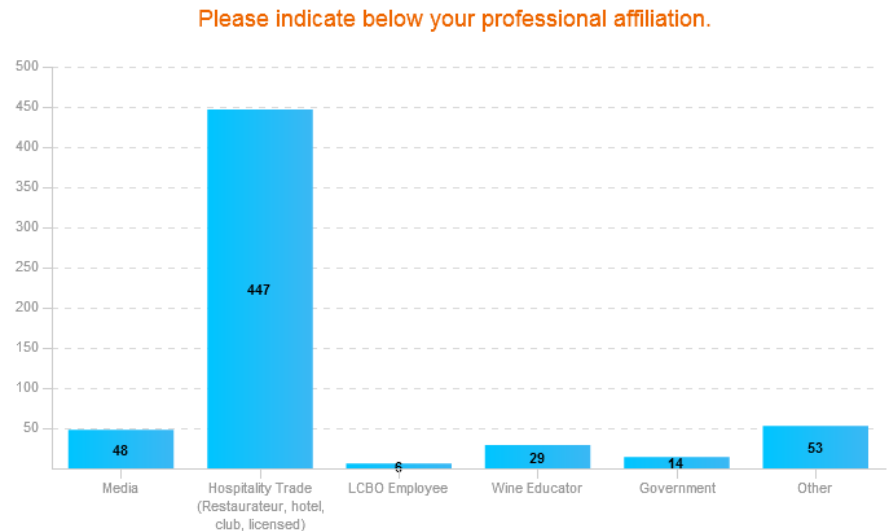
In order to maximize the learning experience for all participants, please restrict your seating and seating to reserved. Seating will be available to guests. 20 hours of class. Please arrive early and often.

Wine Country Ontario invites you to a private trade and media event



# Results

- Best attendance by media and trade for Toronto event
- 428 tickets sold for Vintages Consumer Taste and Buy event up from 400 in 2010
- Added Riesling Food Pairing Stations with great participation from both trade and consumers
- Pinot Noir Seminar for media led by Taylor Thompson, Sommelier and Wine Director at Ritz Carlton was well received
- Dedicated wi-fi media lounge was very successful





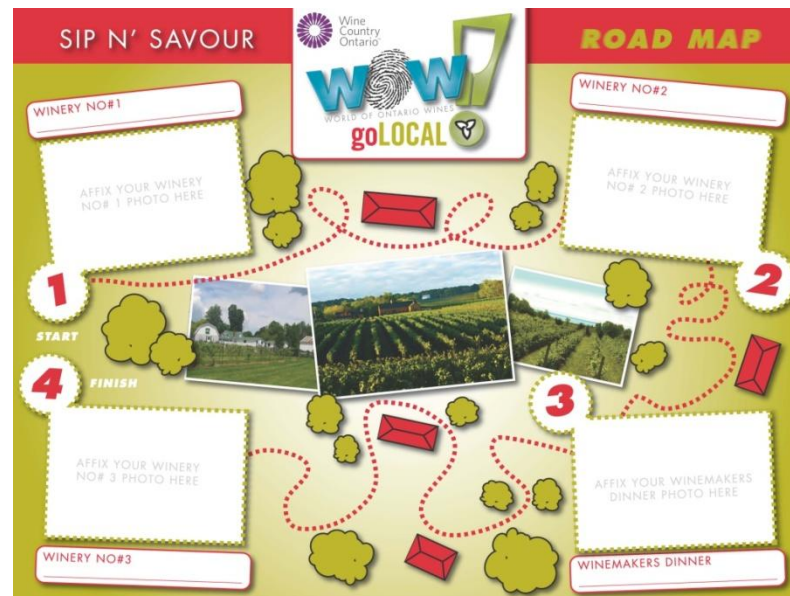
# WOW Program

## Program Highlights:

- 13 x 2-day tours into wine country were executed in July and August.
  - Tour focused on educational wine making process, wine and culinary, beautiful wine country and meeting the passionate people.
- 253 WOW Leaders + 38 staff (district trainers, store managers and product consultants)
- 38 winery locations were visited, each tour exposed the WOW Leaders to 10 wineries and 32 wines.

## Results:

- Brands featured with the WOW Leaders are being tracked for sales uplift in those stores
- All WOW Leaders were asked to complete an evaluation following each stop on the tour – feedback has been exceptional with an average score of 95%.





# Product Consultants

## • Program Highlights

- November 9<sup>th</sup>: One-day session for key Product Consultants from top VQA sales stores invited to an event in Toronto. This event is to provide engagement from the Product Consultants leading into the holiday period at the LCBO. With a sales goal of 15% some stores are achieving but others are not.
- Collaborative session with VINTAGES and WCO presenting to the group. Topics will include:
  - What's new in Wine Country
  - Did you know facts
  - Why Ontario is 'hot' right now
  - Sharing of best practices from Product Consultants and Sommeliers (Will Predhomme – Canoe)
  - Wine sampling of upcoming VINTAGES releases
  - Blind tasting of Ontario core varietals vs. the same from France
  - Wine and culinary lunch focusing on local foods
  - Sales targets and program execution in-store
  - How we can help and what they want from us.



# Product Consultants con't

- Annual conference involvement
  - Regional sessions held in Jan, Feb and March
- Communication piece
  - Communications to Product Consultants throughout the year to keep them engaged and informed on Ontario wines
- Tasting Budgets for Product Consultants
  - Sampling of VQA wines with fellow staff and customers (where possible)
  - Guidelines of \$75 FOB per period (approx. 5 wines per month)
  - Wineries to support by covering cost of wines
- Next year
  - Hoping to bring Product Consultants into Wine Country





# Tasting Program

## Program Highlights

- 3 opportunities in this budget
  - Canada Day – June 24, 25, & 30<sup>th</sup>
    - 221 Tastings conducted by 18 wineries
  - Period 7
    - 955 Tastings conducted by 40 wineries
      - Go Local canopy tasting booths located in 18 stores
  - Easter 2012
    - Expect to have 200+ tastings available – information to be sent to wineries Feb/March 2012

## Results

- Will be monitoring conversion to sales





# Consumer Shows



**Skyline**  
Toronto

Wine Country Ontario 5  
©Copyright 2011 Skyline Toronto

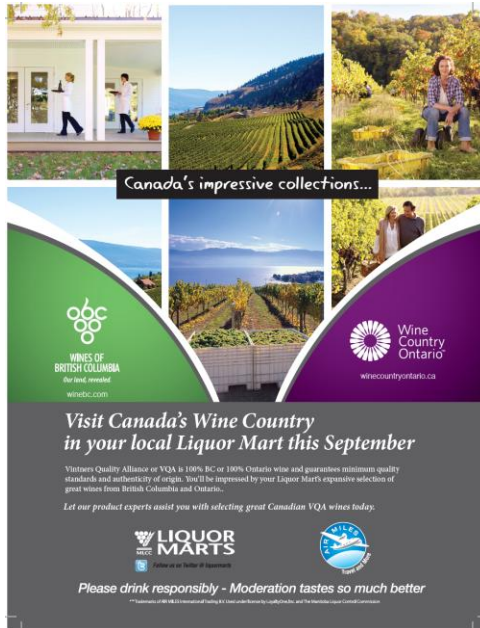
- ✓**TURN KEY**
- ✓**IMPACTFUL**
- ✓**UNITED INDUSTRY EXPOSURE**

## Program Highlights:

- Reconfigured to allow for equal winery pod exposure to aisle's
- Improved location within shows
- Ottawa Wine and Food Festival-Nov. 11 to 12
- Gourmet Food & Wine Expo-Nov. 17-20
- Heightened exposure and image in the Wine Country Ontario pavilion plus reduces your cost of staff and booth fees than going on your own.
- David Lawrason seminars on Chardonnay, Pinot Noir and Cabernet Franc-1 per day in Ottawa



# Interprovincial Activities



## Manitoba Highlights

- September VQA Store promotion in partnership with MLCC and Wines of British Columbia included editorial in Flavours Magazine as well as an ad for the promotion and in-store signs
- Wines of BC and Wine Country Ontario will be the theme region of 2012 Winnipeg Wine Festival (May)
- 32 wineries participating
- VQA kick-off event planned



**Results:** 37 new listings for Ontario



# Interprovincial Activities

## Newfoundland Highlights

- VQA wines featured at NLC's St. John's Wine Fest Oct. 13-15
- 14 Ontario VQA wines from 7 wineries
- 4,000 consumers
- Order for 211 cases

## Quebec

- Working with SAQ for potential promotion in Feb 2012
- Planning for much broader exposure in 2012 fiscal



# Results

- Over \$8,000 in Wine Fest store sales in 3 days – remaining inventory will be sold through stores
- Wine Country Ontario Media and trade tasting and lunch attended by St. John's Telegram wine writer, 4 NLC product knowledge store ambassadors and 3 restaurants – focused on Chardonnay and Pinot Noir





# Public Relations

## Program Highlight:

### Launch of New Wine Country Ontario Communication Piece



- Story of Ontario as a cool-climate wine region
- English version distributed to wineries and stakeholders (20,000 copies printed)
- French, Japanese & Chinese is available upon request
- All translations available online in media centre

## Wine Country Ontario – Our Story



## Results:

- Provides consistent messaging to media and all influencers
- Increases understanding of Ontario's sub-appellations, core varietals and terroir.
- Strengthens awareness and understanding of Wine Country Ontario brand
- Use by educators and other influencers





# Public Relations

## Program Highlight:



Media Initiatives for I4C (International Cool Climate Celebration):

- Coordinated media outreach for media attendance at I4C
- Collaborated with i4c team to support story pitching leading up to I4C
- Hosted and co-hosted 35 media over 3 days & provided Wine Country Ontario welcome packages for each.
- Engaged Matt Kramer (Wine Spectator) as keynote at three i4c events, industry lunch and Vintages Taste & Buy.



# Public Relations

## Results:



- Hosted key wine media including GTA, National and key Quebec media (David Lawrason, Tony Aspler, Marc Chapleau, Nadia Fournier, John Szabo, Margaret Swaine, Rod Phillips, Anthony Gismondi)
- Hosted other key media (Lucy Waverman, Suresh Doss, Alan McGinty, Michael Pinkus, Eric Vellend, Jennifer Hamilton and more)
- Hosted ten U.S. and international travel media in partnership with Toronto Tourism
- Increased attention for the quality of Ontario Chardonnay by the media resulting in quality coverage
- Provided opportunity for industry to meet and engage with Matt Kramer personally
- Captured quotable quote by Matt Kramer along with radio interview

**"Ontario IS the newest great chardonnay zone".  
Matt Kramer, July 2011**



# Public Relations

## Program Highlight:

### Additional FAMS & Media Touchpoints

#### April

- Joel Riddel (U.S. travel media)
- Holley Howell (Rochester wine media) & Pittsford Wine Group

#### May

- Taste Camp Bloggers (38 wine bloggers from U.S. and Canada)
- three U.S. travel media (Boston & Chicago)

#### June

- Chris Robinson Travel Show 1010 CFRB and CJAD (Montreal)

#### August

- 14 GTA wine media FAM with Wine Writer's Circle

#### September

- Travelscope TV (PBS Show on travel to Ontario)

#### October

- Japan Media Event (50 + media)



# Public Relations

## Results:

- Extensive Blog coverage on diverse collection of wine and foodie websites (GTA and U.S.)
- Increased awareness of Ontario as a top travel destination
- Increased understanding by media and influencers of new brand Wine Country Ontario – as reflected within their coverage
- Increased understanding of Ontario's appellations and sub-appellations by wine media
- Increased understanding by media that Ontario is a premium cool-climate wine region
- Increased focus by media on Ontario's core varietals Riesling, Pinot Noir, Chardonnay and Cabernet Franc.