



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 Monday, May 13 about Maclean's newest publication, *Wine in Canada*. The comprehensive and visually stunning guide of the Canadian wine industry, was officially launched on the 13th and our Facebook post displayed the cover and linked to Maclean's website where it could be purchased. The post performed very well with 1 comment, 49 likes and 29 shares to date! The engagement rate shows that WCO fans are supportive and passionate about Canadian wine and those publications that celebrate it.



Our corresponding Twitter content was also very successful with one tweet being retweeted eight times by wine fans and influencers.



Another highlight of the week was our Mother's Day content on May 12th. The creative image emphasized the joy and laughter that comes from spending time with family. The image also reflected the pleasure of a great glass of VQA Ontario wine on a beautiful spring day. The post received 1 comment, 4 shares and 46 likes to date!



Consumer Engagement:

This week, Ali Oppenlaender (@alioppenlaender: 302 followers) an active wine fan and blogger, tweeted her excitement about Wine Country Ontario's 2013 travel guide! Ali noted that the guides looked great and that followers should head to their nearest winery to pick one up. @WineCountryOnt responded by thanking her for the tweet and compliments on the guide. Simple interactions such as this are important to show fans that brand Twitter accounts are run by real people who are watching, listening and appreciative of the kind words and support.



Social Channel Update:

Facebook Likes: 28,030(+49 Likes)

Twitter Followers: 6,677 (+63 Followers)

Coming Up Next Week:

Next week we have some great content lined up including:

- * The Grange of Prince Edward Vineyards & Estate Winery will be profiled for Winery Wednesday
- * Victoria Day content
- * 2013 Wine Country Ontario Travel Guide content
- * Graze the Bench ticket giveaway
- * International Chardonnay Day