



Wine
Country
Ontario™

Growing our brand's success together

Why did we need a new consumer brand?

who we
are

To reflect

what we do
best

More than

Category of wine



**It's the entire
experience of
Wine Country
that makes
us special.**

how the wine tastes

where it's made

**how it marries with
local food**

**how it reflects
the lifestyle and
hospitality of
each region**

**It's our collective wine story and
how it's communicated.**

**Our shared
challenge?**

**To uphold the
brand promise**

**To bring the full
wonder of the
Wine Country
experience
to life**

**What is
Wine
Country
Ontario**





A sense of place

Uniquely Ontario

A sense of place

Where grape growers

farmers

winemakers

food artisans

chefs

B&B owners and innkeepers

tour guides

tourists come together

**What is a
brand?**

The Wine Country Ontario brand
is the experience of every
person who interacts
with us...





**Visiting wine
country...**

buying...

ONTARIO RED BLENDS

"Our Ontario winemakers shine their brightest when making blended wines. They skilfully bring out the best of every grape, so you can expect wines like these red blends, which are OUTSTANDING and consistently delicious."

go LOCAL
It's seriously cool





**Connecting
with us on
Facebook...**

A strong brand is built and strengthened by a positive experience at every touch point.

**Our brand elements allow us to create
a common culture that we share...**

mission

vision

positioning

essence

personality

We will enjoy the perfect alignment

**what we
communicate
to our
audiences**

**what they
feel about us.**



Our brand mission

To become the leading marketer of the Ontario wine industry, by inspiring, educating and championing Ontario wine and the romance of the unique places where it's made.

Our brand vision

**To make Ontario wines
the #1 choice of Ontarians.**

Our brand positioning

**The only wine-country
experience that Ontarians
can explore in their
own backyard.**

Our brand essence

Local tastes better.

Our brand personality

Welcoming

**A down-to-earth,
unpretentious style**

Proud

Feeling local pride

Pioneering

Showing tenacity

Passionate

**an attitude that is youthful
and fresh**

Confident

humble, not overt

**Acting as
a catalyst**

**Connecting wines to food/
other cultural elements**



**Communicating
the wine-country
experience**

The pillars of our brand

Place

Climate
appellations
core varieties
people
local cuisine
activities
natural beauty
fresh air
unhurried pace

**The pillars
of our brand**

Pride

**wine country
belongs to us all**

**a shared provincial
treasure**

**In what we do and
how we do it...**

**respect for our land
and the quality of
our wines**

**The pillars
of our brand**

Connectivity

**Wine Country is
accessible**

**Being local is
an asset**

**Wine Country
brings together
local cuisine
and events**

Communicating “authenticity”

BE

authentic

Communicating “authenticity”

**demonstrate
the behaviours**

sell our beliefs


**communicate
Wine Country's
details, personalities
and charm**

Communicating “authenticity”

**Welcoming
and down
to earth**

=

**Conversations
designed for
the audience.**

A close-up photograph of a wine glass filled with white wine. The glass is positioned in the center-right of the frame. The background is a soft-focus outdoor scene with green leaves and yellow flowers, creating a bokeh effect. The text "Your role in helping our brand succeed" is overlaid on the left side of the image.

Your role in helping our brand succeed



**Visitors are
looking for
an experience,
not just a tasting.**



**Collectively
telling our story**

**Creating a consistent
customer experience**

A close-up photograph of a wine glass filled with white wine. The glass is positioned in the center-right of the frame. The background is a soft, out-of-focus scene of green foliage and yellow flowers, creating a warm and inviting atmosphere. The text "Brand loyalty is an emotional connection" is overlaid on the left side of the image, with "Brand" in black and the rest in orange.

**Brand loyalty is an
emotional connection**

Wine Country Ontario

wine region

winery

**unique
story**



How to talk about Wine Country Ontario

We are proud of our terroir: We make wines here, for Ontarians, from grapes grown in Ontario soils and Ontario microclimates, crafted by Ontario winemakers.

Wine Country Ontario is much more than a wine category. We are about the whole experience, from soil to sun to cuisine to music and shopping. We are a lifestyle, a celebration of the magic and wonder of “place.”

**The wines really do
taste better here.**

A family of four is walking through a vineyard in autumn. A man in a grey sweater and blue jeans carries a young girl in a pink jacket on his shoulders. A woman in a blue jacket and orange shirt walks behind them. The vineyard rows are filled with green and yellowing leaves, and the background shows trees with vibrant autumn foliage in shades of yellow, orange, and red. The scene is bathed in warm, golden light.

How to create the experience of Wine Country Ontario

The experience of Wine Country is key to understanding what makes our wines great.

Communicate the magic and wonder of “place.”

Uphold our sense of pride in who we are and what we’ve accomplished.

Continually forge connections.



**How to show your support of
Wine Country Ontario**

- **Share this presentation and our brand book with your staff and tourism partners.**
- **Work collectively to elevate the tourism experience.**
- **Use the brand essence video as a training tool for your staff.**
- **Use the brand essence video in presentations.**
- **Remove any reference to Wines of Ontario and replace it with the Wine Country Ontario Member logo.**
- **Talk to customers about wine country.**

- **Support other wineries in your area.**
- **Encourage staff to take on the role of “local ambassadors.”**
- **Let us know where the WCO can create cost efficiencies in tote bags, paper wine bottle bags, etc.**
- **Use our Media Centre and member resources to ensure consistent messaging to media, customers and other stakeholders.**
- **Remember that you and your staff are on the front lines of the tourism experience.**



Wine
Country
Ontario™

**Collectively we can
create the most
exciting brand in the
wine industry.**
