

**ONTARIO'S
SOUTHWEST CITY
FARE 2nd Annual
Event:
May 26, 2016**

Event Review

» OVERVIEW

With Southwest Ontario Tourism Corporation's brand goals in mind to focus on the 2nd Annual Ontario's Southwest City Fare event, a **STRATEGIC** activation was developed to increase exposure and brand recognition in the desired demographic of Toronto millennials, specifically through the iYellow Wine Club community.

The event was a mini trade show, where guests had the opportunity to sip and sample many offerings from the Southwest Ontario region, with the objective of making brand connections in an interactive and unique event setting in downtown Toronto.



» OVERVIEW

The event was held on Thursday May 26, 2016 in 2 sessions from 4-6pm (media / influencers) and 7-10pm (consumers) at **99 Sudbury** in Toronto. In attendance were a **total of 475 guests**, including iYellow Wine Club members and 112 media and guests.



»» SOCIAL MEDIA OVERVIEW

SOCIAL MEDIA continues to have a profound effect on marketing and the use of this medium is a critical and strategic component of a **COMPREHENSIVE** marketing initiative.

Leveraging social networks allows individuals to **INTERACT** with one another as well as build **RELATIONSHIPS** with brands.

Success was measured by overall event attendance and the usage / tracking of **#OSWCityFare** on social media.



» ONTARIO'S SOUTHWEST CITY FARE TWITTER CONTENT - EXAMPLES



» ONTARIO'S SOUTHWEST CITY FARE TWITTER CONTENT - EXAMPLES

CulinarySearchGroup and 58 others follow

 **Sharon Dream Travel** @DreamTravelMag · May 26
It was a food lovers dream @ontsouthwest and @iyellowwineclub #oswcityfare tonight. Great to meet local food, beer ...



← ↻ ❤️ 3 ⋮



 **Cindy Walker** @mmmmChocolates · Jun 10
@TourismOxford @OntSouthwest #oswcityfare really did work! Toronto visits Oxford County, lunch @sixthirtynine too!

← ↻ ❤️ 3 ⋮

↳ In reply to North 42 Degrees

 **Jason** @cono_sur · May 27
@north42degrees Great to meet you as well! #WindsorEssex is on my list of places to visit now. #OSWCityFare

← ↻ ❤️ 1 ⋮ [View conversation](#)



» ONTARIO'S SOUTHWEST CITY FARE FACEBOOK CONTENT - EXAMPLES

Janelle Watkins
May 26 · Instagram · 📷

Getting into a South West state of mind. (And I kind of want to rent this old school van.) #oswcityfare



Angela Aiello, Natalie Preddie Zamojc and 9 others

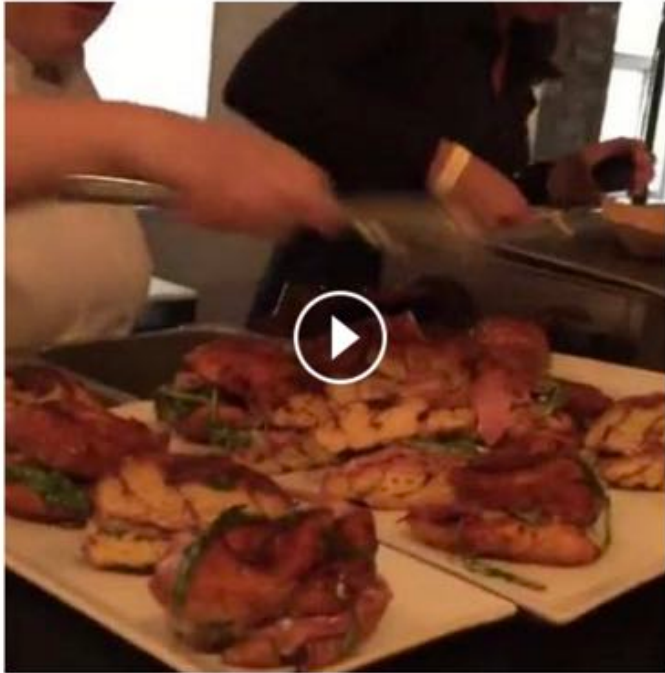
👍 Like 💬 Comment ➦ Share

Detailed description: This is an Instagram post from Janelle Watkins. The photo shows a woman with glasses and a patterned tank top leaning against a dark-colored food truck. The truck has a wooden counter and a menu board visible in the background. The scene is lit with warm, indoor lighting.

Dream Travel Magazine was live.
May 26 · 📺

Like Page

Live from the #OSWCityFare a foodie event showcasing Ontario's Southwest local food and wine producers



2 106 Views

👍 Like 💬 Comment ➦ Share

Detailed description: This is a Facebook live video thumbnail from Dream Travel Magazine. The video shows a close-up of hands preparing food on a wooden cutting board. There are several pieces of roasted meat, possibly chicken or pork, garnished with fresh herbs. A play button icon is centered over the video.



» ONTARIO'S SOUTHWEST CITY FARE INSTAGRAM CONTENT - EXAMPLES



goodfoodtoronto
99 Sudbury St. Following

482 views 3w

goodfoodtoronto Perch Taco from @thecombinegrows at #oswcityfare! Fried slice of lemon on top. (Snap: goodfoodtoronto) #goodfoodtoronto #thecombinegrows #oswdigin #oswpouraway #ontsouthwest #toronto #ontario #norfolkcounty #perch @ontsouthwest @iyellowwineclub @goodfoodjess

goodfoodtoronto .

.
. #nomnom #foodporn #gastropost #foodie #foodstagram #foodblogger #blogto #lovetoronto #torontofood #foodtoronto #torontoeats #the6 #bluntfoodreview #pekopekolife #hypebelly #feedmyphone #thatfoodcray #doctornom

wangchobbq 🍷

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» ONTARIO'S SOUTHWEST CITY FARE INSTAGRAM CONTENT - EXAMPLES



goodfoodjess
99 Sudbury St.

Following

103 likes

3w

goodfoodjess Grab your glass & get ready for @iyellowwineclub's #oswcityfare cheers
#iyellowwineclub #iyellow #wine #ontariosouthwest #discoverontario #torontoevents

goodfoodjess *

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#toronto #the6 #the6ix #nomnom #foodporn #gastropost #blogto



Add a comment...



» ONTARIO'S SOUTHWEST CITY FARE INSTAGRAM CONTENT - EXAMPLES



ikazman
99 Sudbury St. [Follow](#)

111 likes 4w

ikazman 🍷 & 🍷 & 🍷 & 🍷 & 🍷? Yes plz!
#OSWCityFare #TheTiteGroup
katieeaton34 🍷
whereimholding You're gonna be famous

♥ Add a comment... ⋮



» ONTARIO'S SOUTHWEST CITY FARE EVENT STATS

590	Total number of Tweets / Retweets
1,931,447	Total number of potential Twitter impressions
147	Total number of Instagram posts
284,579	Total number of potential Instagram impressions
68	Total number of Facebook posts
130,126	Total number of potential Facebook impressions
475	Number of consumers who tasted wines at the event
5	Eblasts sent to iYellow members
56,354	Total potential impressions from eblasts

2,402,981

Total potential impressions using #OSWCityFare on social media as well as through experiential tasting opportunities.



» ONTARIO'S SOUTHWEST CITY TESTIMONIALS

“I enjoyed the 1:1 session, and was happy to have the opportunity to come back to the 7pm session to taste more!” – Influencer

“You picked the perfect vendors for me to have 1:1 sessions with.”
– Charlene Theodore – Founder, Chew Street

“Everyone, and I mean EVERYONE was happy. Like, really happy. I heard raves about all of the good food throughout the event.” –
Tran Bronstein, iYellow Wine Club Member

“I am looking forward to trying some new interesting wines/beers and finding out what culinary delights are offered!” - iYellow
Member pre-event



Upkeep: Wine, Body & Soul

Living a happy, healthy, wine-infused life

WINE TRAVEL

THE WINERIES OF ONTARIO'S SOUTHWEST

JUNE 25, 2016



The second annual OSW in the City event was a great success this year. The iYellow Wine Club produced bash brings together the best of the wine, food and beer from Ontario's Southwest. Shawn and I very much enjoyed trying some fantastic food (the perch taco from [The Combino](#) restaurant in Norfolk is the best fish taco either of us has ever had) and tasting through some of the region's wineries. We chatted with three different wineries during the afternoon session and what we learned gave us three more reasons to visit the area again soon.

<http://www.kristalamb.com/2016/06/wineries-ontarios-southwest/>



»» BLOG POSTS FROM THE EVENT

Gothic Epicures VinCuisine

A reference guide to wine and food: look it up, and you'll remember it longer; screw it up, and you'll remember it forever.

Thursday, June 2, 2016

The Event: Ontario's Southwest City Fare 2016

The Date and Time: Thursday, May 26, 2016 4PM to 6PM

The Event: Ontario's Southwest City Fare 2016

The Venue: 99 Sudbury

The Target Audience: wine media

The Availability/Catalogue: there was a passport to keep track of where you were. It was all organized by iYellow Wine Club.

The Quote/Background: over 40 wine, beer and culinary vendors were present, along with actual chefs, brewmasters and winemakers. So I made three posts, starting with wine, then beer, and then food (I had lunch earlier in the day).

The Wines: I was most interested in wines, but I did not try them all. All wines are from Southwest Ontario, all are VQA.

<http://gothicepicures.blogspot.ca/2016/06/the-event-ontarios-southwest-city-fare.html>



calculatedtraveller.com



LOCAL FARE DELIGHTS AT ONTARIO'S SOUTHWEST CITY FARE 2016

Posted by Heather Stuart | Jun 14, 2016

Organised by the Ontario's Southwest Tourism and iYellow Wine Club, City Fare 2016 brought together the best of food and drink from Ontario's Elgin, Windsor-Essex, Chatham-Kent, Norfolk, Middlesex, Sarnia-Lambton, Oxford, and Haldimand counties. This event allowed Toronto and area residents a rare treat of sampling the best fare and drink vendors from these areas under one roof, without having to make the 2 to 4-hour journey.

<http://www.calculatedtraveller.com/blog/local-fare-delights-ontarios-southwest-city-fare-2016/>



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Ontario Southwest City Fare – iYellow Wine Club

▲ Sari Colt · © June 1, 2016 · 📁 Event, Food, Travel, USA & Canada · 💬 No Comments

- Sari Colt on June 1, 2016.



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The 2nd Annual **Ontario Southwest City Fare**, produced by **iYellow Wine Club** and **Ontario's Southwest Tourism**, was held at Toronto's **99 Sudbury** event venue. Over 40 vendors from Ontario's southwest region showcased their wonderful offerings of food, wine, cider, and beer. There was so much to sample and experience.

<http://fashionestasy.com/ontario-southwest-city-fare-iyellow-wine-club/>



» ONTARIO'S SOUTHWEST CITY FARE EVENT PHOTOS



»» ONTARIO'S SOUTHWEST CITY FARE EVENT PHOTOS



To view all photos from the event, visit:

<https://www.flickr.com/photos/iyellowwineclub/albums/72157667353425923>



»» ONTARIO'S SOUTHWEST CITY FARE VENDORS

Total # of Vendors – 45 (approximately 30% increase from 2015)

The featured vendors were:

Arts & Cookery Bank, Wildflowers Farm, Quai Du Vin, Railway City Brewing Company, Las Chicas del Café, Colio Estate Winery, Oxley Estate Winery, Cooper's Hawk Vineyards, Sprucewood Shores Estate Winery, Windsor Eats, Muscedere Vineyards Estate Winery, Serenity Lavender/North 42 Degrees Wine, Burning Kiln Winery, The Blue Elephant, Bonnieheath Estate Lavender & Winery, Original Popcorn, Cider Keg, The Combine, New Limburg Brewery, Raging Bowl, Refined Fool, Smackwater Jacks Taphouse, C-K Table, Sunshine Pickels, Chocolatea, Habitual Chocolate, Bright Cheese & Butter, Mountainoak Cheese, Six Thirty Nine, Gunns Hill Cheese, Elm Hurst Inn & Spa, Local Dairy, Strathroy Brewing Company, Slegers Living Greens, Debbs Cuisine On Queen, Ramblin Rd Brewery, Tourism Windsor Essex Pelee Island, Norfolk Tourism, Tourism Oxford, Railway City Tourism, Elgin Tourism, Chatham-Kent Tourism, Tourism Sarnia Lambton, Middlesex Tourism, Tourism Haldimand - Harvest of Haldimand



» CONCLUSION

iYellow Wine Group has been extremely successful to date with targeted events. Now in our 2nd year of hosting an Ontario's Southwest City Fare activation, wine, beer and food enthusiasts and iYellow members recognize and appreciate the opportunity to discover and taste the local fare from a diverse region in our province, in an urban downtown event setting.



The connections and interactions made between the guests and Ontario's Southwest tourism region / Ontario's Southwest City Fare event is paramount, and is sure to resonate into future purchasing decisions at the LCBO and destination trips down to this next hot tourism destination.

We look forward to a continued partnership with Southwest Ontario Tourism Corporation.



THANK YOU

to the event sponsors

