

Contact Information:
Washington Winegrowers Association
(Formerly WAWGG)
Vicky Scharlau, Executive Director
509-782-8234 / vicky@wawgg.org
WAwinegrowers.org

FOR IMMEDIATE RELEASE

New Name and Logo Reflects Evolution of Washington's Wine Industry

Kennewick, WA, February 7, 2017 – The Washington Association of Wine Grape Growers (WAWGG) unveiled a new identity during their annual meeting held at the 2017 Convention and Trade Show in Kennewick, WA. The organization rebranded as the Washington Winegrowers Association or Washington Winegrowers for short.

The change is part of a comprehensive brand evolution process with a new name, tagline and logo all mission-driven. According to Todd Newhouse, Board Chair, "Our aim is to enhance industry performance. Our new name and logo is just part of a larger journey to become even more mission-driven in everything we do, to help members and the broader industry." The process began nearly two years ago with the board of directors looking to meet the demands of a growing industry.

The name "winegrowers" has been used as verbal shorthand for the longer, former name (Washington Association of Wine Grape Growers) with the term being used to describe a person who owns a vineyard and makes wine.

"Many members who once only grew grapes now have both vineyards and wineries," commented Vicky Scharlau, Executive Director of Washington Winegrowers. "People from all over the country are taking notice of Washington State and investment in infrastructure from both the supply-side and production-side has exponentially expanded. Our new name and logo is reflective of the industry growth."

For over 30 years, the Washington Winegrowers have served the unique and shared interests of those who produce wine and grow wine grapes. The name change is the public acknowledgement of an intention to further the vision of *a thriving industry—recognized globally—for quality wines and vineyards, supported by exceptional education and leading edge research.*

Additional initiatives are underway to better serve and engage members and the broader industry including a revamped website and other communication tools. For more information, visit WAwinegrowers.org

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About Washington Winegrowers Association:

Established in 1984, the Washington Winegrowers (formerly, Washington Association of Wine Grape Growers) serves the industry as a synergistic leader—through advocacy and education—for growers, vintners, partners and policymakers. For growers and vintners who want to

optimize their business, Washington Winegrowers is the statewide association with the strength and capability to effectively deliver consistent advocacy, education and connectivity. As a unifying voice, Washington Winegrowers uniquely provides comprehensive business solutions for the industry.

Note: A full media kit including logos, images and additional information is available at www.WaWinegrowers.org and by contacting Washington Winegrowers directly.