



Friends and colleagues,

WAWGG has been undergoing a brand evolution for nearly two years. The process kicked off when the Board of Directors asked how well the organization was meeting the needs of a quickly expanding industry and how to restructure to ensure needs are met.

The Board turned to the industry for feedback. We did our homework and, as a result, we refined our core principles as the first step to comprehensive strategic planning.

Our job is to enhance the industry by providing quality advocacy and education to both growers and vintners and to help the entire industry, including our partners, connect. These three goals will be our focus into the future.

As a natural extension of our evolutionary process, as of today, the Washington Association of Wine Grape Growers will become the Washington Winegrowers.

There is more information to come but for now, a kit including logos, images and additional information is available at WAwinegrowers.org, or just call us.

Thank you for your continued partnership. It is key to our success.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Todd Newhouse', followed by a long horizontal flourish.

Todd Newhouse
Chair
Washington Winegrowers