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CAWG Launches New Website and Refreshed Logo to Better Serve Growers

New website centralizes member resources and amplifies CAWG's voice.

SACRAMENTO, October 20, 2025 – The California Association of Winegrape Growers (CAWG) has launched a redesigned website and refreshed logo, reflecting the organization's ongoing commitment to provide timely resources and practical tools for California winegrape growers.

The new website serves as a central hub for growers and industry partners to access essential information, from policy updates to member benefits and resources, all in one easy-to-navigate platform. Among the new features are a member dashboard and digital membership directory, offering enhanced access to exclusive materials and opportunities for connection across the industry.

While CAWG's refreshed logo introduces a more modern look, it preserves the familiar elements that growers, partners, and policymakers have recognized for decades.

"CAWG's refreshed look honors our legacy while reflecting where we're headed," said Natalie Collins, CAWG President. "It represents the continued evolution of an organization that has always been solution-driven, now with a stronger, more visible voice and modern tools to better serve California's growers."

For more than 50 years, CAWG has stood as the unified voice for California's winegrape growers. Together, the refreshed brand and new website reaffirm the association's mission to advocate, inform, and support growers, ensuring CAWG remains a trusted leader and resource for generations to come.

Explore the new CAWG website at www.cawg.org.

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About the California Association of Winegrape Growers: CAWG is a statewide trade association advocating for California's winegrape growers to ensure the sustainability of the winegrape industry. CAWG promotes the industry's long-term success by advancing the adoption of sound public policies and fostering awareness and understanding of winegrape growers' contributions to the economy, environment, and California communities. Learn more at cawg.org.