



FOR IMMEDIATE RELEASE

MEDIA ADVISORY

CAWG to Host Virtual Post-Harvest Press Conference — October 8
Growers to Deliver Statewide Insights on the 2026 Winegrape Harvest

SACRAMENTO, CA – September 22, 2026 – The California Association of Winegrape Growers (CAWG) will host its 2nd annual virtual Post-Harvest Press Conference on Thursday, October 8 at 10:00 a.m., bringing together industry voices for a timely, grower-led recap of the 2026 harvest.

This year's event will offer a comprehensive statewide perspective, with expert commentary on yields and fruit quality, while also examining the economic realities facing California's diverse winegrowing regions. In a year marked by continued challenges, this platform gives media and industry professionals direct access to growers' firsthand accounts.

Speakers will include:

- Natalie Collins, CAWG President – framing policy and advocacy updates
- Jeff Bitter, President, Allied Grape Growers – delivering a statewide market overview

Regional insights from CAWG Grower Members:

- John Azevedo, Jackson Family Wines (North Coast and Central Coast)
- Hilary Graves, Booker Vineyards (Paso Robles)
- Kendall Hoxsey-Onysko, Yount Mill Vineyards / Napa Wine Company (Napa)
- Ben Kolber, KG Vineyard Management (Northern Interior)

Discussion topics will include growing season conditions, weather and climate impacts, yield and fruit quality, winegrape market conditions, labor and water access, and regional production trends. The event will run for approximately one hour, be hosted virtually via Zoom, and include a dedicated media Q&A session with optional follow-up interviews available upon request.

Members of the media and wine industry are invited to attend and engage directly with growers from across the state.

Register: https://us02web.zoom.us/webinar/register/WN_qjrlQ-bsQ_iiYePcztoHOA

Media Contact:

Megan Bell, o: (916) 379-8995, c: (925) 413-2654, megan@cawg.org

About the California Association of Winegrape Growers: CAWG is a statewide nonprofit 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.