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CAWG Launches California Wine Merchandise for California Wine Month

New collection gives wine lovers another way to celebrate California wine and show their support

SACRAMENTO, Calif. — September 1, 2026 — California wine represents more than what's in the bottle. It reflects the thousands of growers, workers, families, and communities who have shaped our state's wine industry — and a winegrowing culture that is distinctly Californian.

Since 2004, California has marked September as Wine Month, a legislatively recognized tribute to the state's wines, winegrowing regions, and the people who make them possible.

While California is home to countless wineries and wine regions with their own identities, there are fewer products built around California wine as a whole.

To celebrate, the California Association of Winegrape Growers (CAWG) has launched a small line of merchandise, giving consumers and those who work in the industry a new way to show their support. Proceeds from the collection will support CAWG's ongoing advocacy for growers throughout the state.

"At a time when California's winegrape growers are facing significant challenges, we need more people talking about California wine, choosing California wine, and recognizing the growers behind every bottle," said CAWG President Natalie Collins. "This is one small, fun way to help do that."

The collection features simple designs created for anyone who loves California wine.

"California wine is part of a lifestyle and culture that extends well beyond the vineyard," Collins said. "You don't have to work in wine to support it. We hope people wear it, share it, and maybe even get others thinking about what's in their glass and where it comes from."

SHOP CALIFORNIA WINE MERCH HERE.

Media Contacts:

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.