



**FOR IMMEDIATE RELEASE**

## **Washington Wine debuts new look, large campaign for Taste Washington Wine Month**

*This March, sip & discover why Washington is the New Epicenter of Wine*

SEATTLE (February 26, 2020)—Now 1,000 wineries strong, Washington is soaring into 2020 with momentum and energy. March is Taste Washington Wine Month, and there's no time like the present to discover new favorites and hidden gems in the world's most exciting wine region.

"Washington Wine is an endless well of experimentation," said Steve Warner, President of Washington Wine. "We're planting vineyards where we previously thought impossible, trying new techniques in the cellar, and generally pushing every boundary to its max. It's an exciting time, for sure!"

Washington Wine will run a large advertising campaign to generate roughly 10 million impressions throughout the month of March. More than 500 wineries, restaurants, hotels and retailers will host special events and offer limited-time promotions, which Washington Wine will share and boost on social media to raise excitement and increase the collective impact. Washington Wine will also run a month-long digital series featuring the voices of our industry, winemakers and grape growers, speaking to what makes Washington so unique.

Just in time for March, Washington Wine debuted a new logo with a simple, modern look to take the industry into a new decade.

"Our previous logo originated in 2004, and so much has changed and evolved since then," Warner said. "The goal of our new logo is to represent every winery and vineyard in the state, while giving them space for their own personalities to shine through in individual logos. We love the sophisticated, clean design and the subtle way it provides a sense of place for Washington wine country."

Momentum will build all month long as a lead up to the best weekend of the year, [Taste Washington](#). The 23rd annual event is happening March 19-22 in Seattle with a refreshed look and feel that builds on the energy and excitement from previous years, and embraces the ever-evolving wine and culinary landscape in Washington.

"Quite simply, Taste Washington is the best way to get a snapshot of the wine and food scene in the Northwest," Warner said. "If you're a foodie and a Washington wine fan, there is no better event out there."

### **About the Washington State Wine Commission:**

The Washington State Wine Commission (WSWC) represents every licensed winery and wine grape grower in Washington State. Guided by an appointed board, WSWC provides a marketing platform to raise positive awareness about the Washington wine industry and generate greater demand for its wines. Funded almost entirely by the industry through assessments based on grape and wine sales, WSWC is a state government agency, established by the legislature in 1987. To learn more, visit [www.washingtonwine.org](http://www.washingtonwine.org).

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