

Calling All Micro-Wineries



Join the Micro-Winery Guild and proudly display the T.A.S.T.E. Verified designation.

Introducing the Micro-Winery Guild (**MWG**) an organization created to protect, elevate, and economically strengthen independent, family-run wineries producing under 5,000 cases annually. Through advocacy, credibility, and collective visibility, **MWG** ensures micro wineries are not just preserved, but positioned to thrive.

MWG is the only wine industry organization built by small producers, for small producers; a roundtable of thought leaders of active participants and collaborators. The Guild offers a fundamentally different model which centers on authentic vineyard and micro-wineries experiences as an economic engine — giving micro-wineries a distinct and ownable place in the market.

The T.A.S.T.E. Verified ExperienceSM

At the heart of MWG is the **T.A.S.T.E. Verified Experience** a defined, peer-reviewed standard representing the highest expression of what makes family-run micro wineries exceptional. Every member offers the **T.A.S.T.E. Verified Experience**—**T**erroir, **A**rtisan craft, **S**mall-scale production, **T**rust, and **E**ngagement—as the gold standard for authentic, family-run winery visits.

Its purpose is to establish California's small, family-owned wineries as a distinct and trusted category of excellence.

Membership Means

You are T.A.S.T.E. Verified and part of an organization rooted in agritourism, a category no other trade group is positioned to lead, plus:

1. Marketing That Sends YOU Business

You will benefit from shared marketing efforts and a growing community of new wine-loving customers.

2. Regulatory Advocacy That Actually Works

The Micro-Winery Guild (*formerly Save the Family Farms*) has a proven track record of turning policy into progress; one unified voice for all micro-wineries.

3. Hands-On Support for AB 720 & Type 93 Success

Practical, individualized guidance so members don't just comply with new regulations — they succeed.

4. Credibility & Collective Media Reach

You will benefit from using the T.A.S.T.E. verification as our marketing efforts will promote it to journalists, trade, tourism partners, and it will be a driving force for media pitching, shared storytelling, and PR efforts.

5. Long-Term Protection of Family Agriculture and a Community of Peers

Protecting micro-wineries and family-scale agriculture is at the core of everything we do.

Join Us Today

✉ info@microwineryguild.com

🌐 microwineryguild.com