



GLOBAL GRAPE GROUP

Together, we are stronger. Together, we grow.

A global alliance redefining the future of grapes.

GGG Manifesto

Together, we are stronger. Together, we grow. Together, we are the Global Grape Group.

We are the Global Grape Group (GGG)—an alliance of grape growers, exporters, and industry leaders who believe in the power of grapes.

We believe that grapes are more than just a fruit; they are a source of energy, joy, and connection — a snack that belongs at every table, every gathering, and every moment of life. We unite as a collective force, joining expertise, resources, and passion to champion grapes in the U.S. market and the world.

Our Mission

From vineyards across the world, we come together with one mission: to inspire, educate, and fuel a new wave of grape consumption. We commit to breaking barriers, innovating marketing strategies, and expanding awareness of grapes as the ultimate healthy, fun, and convenient fruit choice for all ages.

Our Reason for Being

A Need for Collective Strength: While individual grape-exporting nations have invested in marketing, a unified effort will maximize impact, share resources, and elevate grapes on a national scale.

A Competitive Market Landscape: Other fresh produce categories, such as avocados, berries, and citrus, have successfully built strong industry-backed marketing organizations to fuel consumption growth. GGG aims to do the same for grapes.

Long-Term Industry Sustainability: By creating a consistent, positive narrative around grapes, GGG will help ensure the continued success of grape growers, exporters, and industry partners worldwide.

Our Future

We envision a future where grapes hold a permanent place in the shopping carts and snack habits of American consumers—where demand for grapes continues to grow, ensuring a sustainable and thriving industry for all involved