



CALIFORNIA
TABLE GRAPE
COMMISSION

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News Release

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California Grapes and the San Francisco 49ers Bring a Taste of California to Mexico
With California grape season's high-volume months and the return of the 49ers in Mexico ahead, the two brands aim to engage with 49ers Faithful throughout the country

Fresno, CA – The California Table Grape Commission and the San Francisco 49ers have teamed up for the 2026 football season, bringing together two iconic California brands through a new partnership designed to build excitement for California grapes among consumers in Mexico.

As part of the partnership, Grapes from California is an Official Partner of the San Francisco 49ers in Mexico, and the Official Grape Partner of the San Francisco 49ers. The partnership comes as the California table grape season moves into its high-volume fall months and the 49ers prepare to play in Mexico City on November 22 at Estadio Banorte.

Mexico is an important export market for California table grapes, and the partnership will create new opportunities to connect with consumers and support retail promotions during a key period of the California grape season. Activities planned throughout the fall include retail promotions, Spanish-language social and digital content, influencer content, and trade engagement.

“With the NFL returning to Mexico City and all the excitement that comes with it, we are thrilled to partner with California Grapes who share our goal of engaging and growing our fanbase throughout Mexico,” said Ryan Connors, 49ers Senior Director, Global Partnership Sales & Strategy. “Our energetic ambitions match that of the California Table Grape Commission, and we look forward to bringing awareness and unique opportunities for California grapes to the Faithful.”

“Mexico is a vital market for California table grapes, and we are proud to partner with the San Francisco 49ers, an organization that shares our deep California roots and longstanding tradition of excellence,” said Ian LeMay, president of the California Table Grape Commission. “The 49ers have built an extraordinary bond with fans throughout Mexico, creating a natural platform to celebrate two iconic California legacies. Together, we look forward to bringing the quality, energy, and spirit of California to consumers across Mexico during the heart of our grape season.”

The partnership will activate leading up to the NFL Mexico game, with a range of content and activities designed to engage fans and support California grape promotion at retail in Mexico throughout the fall.

Participating retailers in Mexico will have opportunities to incorporate 49ers-themed creative into California grape promotions, bringing the partnership directly to shoppers in the produce department and creating additional reasons to look for California grapes.

The partnership will be supported through both the Grapes from California digital and social channels, and the 49ers Spanish-language channels, including @49ersESP and [49ers.com/ESP](https://www.49ers.com/ESP). Additionally, the brands will collaborate with an online influencer who shares a connection to California and Mexico.

California grapes will be incorporated into 49ers fan activities in Mexico, including official watch parties, providing additional opportunities to engage consumers throughout the football season.

California produces 99 percent of the commercially grown table grapes in the United States. California grapes are available from May through January, with more than 80 varieties grown in green, red, and black. Mexico is one of the California table grape industry's largest export markets.

ABOUT THE CALIFORNIA TABLE GRAPE COMMISSISON

The California Table Grape Commission was established by an act of state legislature in 1967 and is tasked with maintaining and expanding markets for fresh California table grapes domestically and in markets around the world. Today, the commission executes a global marketing campaign that targets the U.S. and 22 international export markets while advocating for the needs of the California table grape industry among local, state, national, and international organizations and governments and fielding a robust breadth of research programs in health and nutrition, technology, and innovation. Learn more at grapesfromcalifornia.com.

ABOUT THE SAN FRANCISCO 49ERS

The San Francisco 49ers, owned by the York family, currently play in the NFC West division and have won five Super Bowl trophies, including Super Bowl XVI, XIX, XXIII, XXIV and XXIX. The franchise also has eight conference championships and 22 divisional championships and was the first major league professional sports team to be based in San Francisco 80 years ago. Please visit [49ers.com](https://www.49ers.com) and follow the 49ers on Facebook and X @49ers.

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