

For immediate release

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**ZINFANDEL ADVOCATES & PRODUCERS
ON THE ROAD THIS SPRING
Chicago Welcomes ZAP May 19 & 20**

Rough & Ready CA, spring 2008---It will be all-Zinfandel all the time this spring when Zinfandel Advocates & Producers headline events on May 19 and May 20 in Chicago. ZAP is bringing the message of Zinfandels to restaurateurs at one event and to consumers at another event the next day. For the first time, ZAP is participating with The National Restaurant Association in its new wine exhibition area at its longstanding annual trade show. Dozens of Zinfandels from California's many growing regions will be available. Attendees will have the chance to meet face to face with winemakers and winery owners from 30 ZAP member wineries who will answer questions about the uniqueness of the varietal and share their artistic dedication and commitment to crafting these wines. Where does Zinfandel grow best? What are the characteristics of Zinfandel grown in the different areas? How do you match Zinfandel with food? Discover the answers to these and other intriguing questions.

"We are returning to Chicago because of our warm welcome there in 2005," explains ZAP's Executive Director, Rebecca Robinson. "Our mail overflows with feedback about how fascinated people are by Zinfandel, its remarkable richness and versatility. People are also so excited to learn about why Zinfandel is "America's Heritage Grape," she adds. "There are no rules: Zinfandel is a wine made for pure pleasure," Robinson continues.

Wineries traveling to Chicago are Alexander Valley Vineyards, Artein Wines, Bonterra Vineyards, C.G. Di Arie Vineyard & Winery, Cardinal Zin, Carol Shelton Wines, D-Cubed Cellars, Dogwood Cellars, Edmeades Winery, Four Vines Winery, Fritz Winery, John Tyler, Klinker Brick Winery, Mariah Vineyards, Medusa Wines, Moss Creek Winery, Opolo Vineyards, Paso Creek, Peachy Canyon Winery, R&B Cellars, Rancho Zabaco Winery, Ravenswood, Renwood Winery, Ridge Vineyards, Rosenblum Cellars, Starry Night Winery, Storrs Winery & Vineyards, Trentadue Winery, Trinitas Cellars and XYZin.

Chicago: May 19 - 20, 2008 11:00 a.m. - 4 p.m., McCormick Place Convention Center, 2301 S. Lake Shore Drive, Chicago, Illinois 60616. ZAP has a pavilion at The International Wine, Spirits & Beer Event (produced by The National Restaurant Association Trade Show); to register, go to <http://www.winespiritsbeer.org/register/index.cfm>.

Chicago: Tuesday, May 20, 2008 6:30 p.m.- 8:30 p.m. at The Mid-America Club, 200 East Randolph Drive, 80th floor. (Aon Center), Chicago, Illinois 60601: The public is invited to attend ZAP's Zinfandel Grand Tasting. To buy tickets, go to zinfandel.org.

Visit ZAP's website at www.zinfandel.org for more information about ZAP's Zinfandel Grand Tasting Tour, which this year is visiting New York, Cleveland and Washington D.C. in addition to Chicago. Other news from ZAP is the introduction of its new social networking program, www.ZinWorld.com, Visit www.zinfandel.org to join ZAP and research Zinfandel. Zinfandel Advocates and Producers (ZAP) is a non-profit 501(c)(3) organization, dedicated to advancing public knowledge of and appreciation for American Zinfandel and its unique place in our culture and history. Contributions, grants and gifts are tax deductible to the extent allowed by law and provide support for our research and educational programs. ZAP's federal tax ID is 94-3151462.

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