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ESTIMATED 9,000 PEOPLE CELEBRATE ZAP'S 16TH TASTING/FESTIVAL

Rough & Ready CA, January 2007---An estimated 9,000 people attended the 16th Anniversary Zinfandel Advocates & Producers Tasting on January 27 at Fort Mason Center in San Francisco. 273 Zinfandel wineries poured at least one wine each, with a total field of wines available to taste approaching 550; the wines were primarily the 2004 vintage and barrel samples of the 2005. The complete list is at the bottom of the page, with the 36 wineries new to the Tasting italicized. A mariachi band greeted tasters at the entrances to the two pavilions, embodying the theme "Viva Zinfandel!" Two lines, of approximately 1,000 people each, lined up in front of the two pavilions before the tasting opened. More than 1,500 pounds of international cheeses and 8,000 half-loaves of French baguettes were consumed. More than 300 volunteers helped keep the event proceeding smoothly. Zinfandel Advocates & Producers has been told that this is the biggest single varietal (wine) event in the world and possibly also the largest single-varietal single-day wine event worldwide.

The Tasting is the only place where Zin aficionados can purchase the Heritage Vineyard Zinfandel; this year the 2004 vintage was available, made by Kent Rosenblum of Rosenblum Cellars. Each attendee received a commemorative wineglass (to use and keep) as well as a baguette upon entering. Logo'd merchandise and mixed cases of Zinfandels were available for purchase as well. Water, coffee, cheeses, breads and fruits were available throughout the two pavilions.

"The Festival was a smashing success and overall ZAP was able to show the diversity of Zinfandels being made today," commented Justin Boeger of Boeger Winery and the President of the Zinfandel Advocates & Producers Board of Directors. "We heard over and over that we lived up to the theme 'Viva Zinfandel!' We now know that the Festival is a way to demonstrate how Zinfandel is such a unique grape and wine which thrives in so many different California growing regions," he adds. "There is such a diversity of Zinfandel winemaking styles that it keeps people curious and enthusiastic in returning every year to the Festival," he said. "The range of different events also contributes to our success---what other wine organization puts on four days of very different events which attracts different people to learn about one varietal?!" he commented.

"ZAP offers something unique: a chance to develop personal relationships between consumers and producers as well as providing an unparalleled opportunity to learn about Zinfandel," Boeger adds.

"We now see how our popularity has become cumulative over the 16 years of the Festival," explains Rebecca Robinson, ZAP's Executive Director. "There are so many factors, which include Zinfandel being California's heritage wine, recognized recently by

both houses of the California state legislature as well as interest in new releases from wineries. Our sponsors add an entirely other dimension, whether bread, water, olive oil, chocolate, coffee, cheese,” she added.

In 2008 the 17th Annual Zinfandel Advocates & Producers Festival will take place January 23-26, 2008. Stay tuned at www.zinfandel.org for more detail.

The 16th Annual Zinfandel Advocates & Producers Festival encompassed a total of four events---the Tasting, Flights, Good Eats and An Evening With The Winemakers. On January 24 Flights: A Showcase of California Zinfandels consisted of an afternoon of panel discussions and tastings-seminars led by

Zinfandel winemakers and experts concluding with Terroir & Zin, a walkaround tasting reception which showcased 37 Zinfandels from many growing regions of California. Students from the City College of San Francisco Culinary Arts & Hospitality Program designed hors d’oeuvres. There were two seminars; Zinfandel: Defining Quality was moderated by Laurie Daniel, wine columnist for The San Jose Mercury News. Panelists were winemaker Paul Draper (Ridge Vineyards), known as a pioneer in the production of long-lived, complex Zinfandels; winemaker Jerry Seps (Storybook Mountain Vineyards), known for the intensity and longevity of his Zinfandels and winemaker Bill Easton (Easton Wines), respected for the power and finesse of his Zinfandels. Wines featured were 1977 Ridge Geyserville Zinfandel; Ridge Vineyards 2004 Geyserville Zinfandel; Storybook Mountain 1981 Reserve; Storybook Mountain 2003 Reserve; Easton 1994; Easton 2004.

The other seminar, Flavors of Zinfandel: Tasting Outside the Box, was moderated by Barbara Haimes, Wine Buyer, Cafe Rouge and Wine Instructor, City College Culinary Arts & Hospitality Management. Panelists were winemaker Joel Peterson (Ravenswood) and Master Chef Tony Lawrence (Chef For You, Philadelphia). Featured wines were 2004 Edmeades Mendocino; 2002 Hendry, Block 28; 2004 Robert Biale, Aldo’s Vineyard; 2004 Rosenblum Cellars, Monte Rosso; 2003 Montevina, Terra d’Oro, Deaver Vineyards; 2004 Ravenswood, Dickerson Vineyard.

On January 25 Good Eats & Zinfandel attracted 1,100 people to Herbst Pavilion at Fort Mason Center. This event is a lively walk-around food and wine tasting which pairs Zinfandel wineries with restaurants. Please find the complete list of wineries, restaurants and dishes at the bottom of the page.

On January 26 an Evening with the Winemakers Benefit Auction and Dinner raised more than \$80,000 for The Heritage Vineyard Projects. The evening drew 200 people to The Fairmont Hotel for an elaborate evening, which began with a walkaround tasting/reception, followed by the auction and then dinner. The reception highlighted the 2005 Heritage Vineyard Zinfandel (made by Bill Knuttel of Dry Creek Vineyard). The auction catalogue can be found at <http://www.zinfandel.org/festival/default.asp?cid=1&n1=10>

Auction lots included a Nebuchadnezzar (15 L) of the 2005 Heritage Vineyard Zinfandel, a collection of old vine Zinfandels, elaborate visits based at wineries in Paso Robles, Napa, the Sierra foothills, Sonoma and Mendocino; lodging and accoutrements in Mexico, Las Vegas and the Caribbean; a cruise and dinner with Zinfandel winemakers on San Francisco Bay; a paella party and paella-making class, a taco truck fiesta. ZAP wineries will be staging tastings for the trade and consumers May 7-12 in Scottsdale, Austin and Minneapolis. Check www.zinfandel.org for more details. ZAP commissioned extensive research about Zinfandel consumption and production in 2006: details are at www.zinfandel.org/pressroom.

Visit www.zinfandel.org to join ZAP, research Zinfandel and more! The Association of Zinfandel Advocates & Producers (ZAP) is a non-profit, educational 501(c)(3) organization. ZAP is dedicated to advancing public knowledge of and appreciation for American Zinfandel and its unique place in our culture and history. Winegrowers, winemakers and wine enthusiasts combine to form the membership. The common focus is the preservation and recognition of Zinfandel as America's heritage wine. ZAP's membership includes approximately 300 winery-members, 6,000 advocate-members and 50 associate members.

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Wineries, restaurants and dishes at 2007 Good Eats:

Abundance Vineyards

Café Gibraltar, El Granada

Lavender marinated guinea hen with a Zinfandel green peppercorn glaze

Acorn Winery/Alegria Vineyards

Zin Restaurant & Wine Bar, Healdsburg

Smoked Brisket Bruschetta with Texas Tapenade

Alexander Valley Vineyards

The Panama Hotel Restaurant & Inn

Grilled Pork Loin skewers with fig pear chutney

Artezin

Knickerbockers' Catering, St. Helena

Slow cooked Lamb Shank and Olive Tart with Roasted Roma Tomato Salsa

Atelier Winery

Mateo Granados Catering

Smoked Pork Shank with Green Lentils and Pork Cracklings

Ballentine Vineyards

Bridges Restaurant and Bar

Seared Duck Breast with pomegranate soy glaze and toasted almonds on crostini

Boeger Winery
First Crush Restaurant, Wine Bar & Lounge
Corn & Shrimp Fritters with red pepper cream sauce

Bonneau Wines
Plaza Bistro, Sonoma
Meat Ravioli with Zinfandel Cream Sauce and shaved Asiago; Zinfandel Poached
Pear with Vanilla Gelato and Zinfandel Honey Sauce

Bourassa Vineyards
Montclair Bistro
Chocolate Truffles

Brutocao Cellars
The Crushed Grape, Hopland
Chicken Satays with a Spicy Peanut Zinfandel Sauce

Cakebread Cellars
Brian Streeter, Cakebread Cellars' Culinary Director/Resident Chef
Slow roasted pork shoulder with balsamic vinegar and radicchio on rosemary
potato buns

Carol Shelton Wines
Monti's Rotisserie
Cotechino Sausage "Panzanella" - Tuscan Pork sausage with warm spices,
Beluga Lentils & Roasted Tomato

Cartlidge & Browne Winery
The Bell Tower
Bacon-wrapped Pork in a Zin Sauce

Claudia Springs Winery
Mendo Bistro
Warm lambs' neck terrine

Cline Cellars
Piatti Restaurant, Danville
Mini "Ham & Cheese" Panini with Gorgonzola Dolce, Prosciutto, Fig Jam &
Zinfandel Vinaigrette

Collier Falls Vineyard
FAZ, San Francisco
Pomegranate Glazed Duck Breast With Roasted Butternut Squash

Dry Creek Vineyard

The Larkspur Melting Pot
Dark Chocolate Fountain with Strawberries

Edmeades
Edmeades Estate Chef Taki Laliotitis
Zinfandel Chile with Bison and Cranberries

Esterlina Vineyards
Ottimista Enoteca Cafe
Veal and porcini meatballs

Gnarly Head Cellars
Tres Agaves
Albondigas

Graeser Winery
Magic Flute Garden Ristorante
Gruyere with Seared Beef Tenderloin, Horseradish Aioli & Sausalito Springs
Watercress

Harvest Moon Estate & Winery
Charizma Wine Lounge & Deli
Mustard-crusting ham with Zin-braised red cabbage and chewy mocha cake with
whipped cream

Javelina Leap Vineyard & Winery
Oakville Grocery
Pomegranate Braised Bacon with pickled onions & Winter Squash Puree

Mara Winery
Willie's Wine Bar
Bacon "Burgers" - Slow braised fresh bacon on Rosemary & Smoke Salt Dutch
crunch rolls

Marcucci Farms
Relish Culinary School
Braised Chukar with Poached Figs

Martin Family Vineyards
Trader Vic's Restaurant, San Francisco
Crispy duck & shiitake mushroom on fried wonton with a Zinfandel hoisin
sauce

Mauritson Family Winery
John Ash & Co.
Braised Buffalo Osso Buco over creamy polenta with Bellwether Farms Carmody

cheese, wild mushrooms and olives

Mazzocco Winery

Santi Restaurant

Trippa alla Fiorentina con Fagioli, Florentine-style beef tripe braised tomato, basil, chili flake, and Parmigiano

Mitchell Katz Winery

The Pleasanton Hotel

Crostini topped with dried strawberries, Gorgonzola and pancetta

Montevina Winery-Trincherro Family Estates

Restaurant Taste

Eggplant cannelloni

Moss Creek Winery

Tulocay's Made In Napa

Pork Tenderloin with Napa Valley Meritage Rub with Blackberry Balsamic with Pear

Murphy-Goode Winery

Joe DiMaggio's Italian Chop House

Braised Oxtail with creamy mascarpone and herb polenta

Napa Wine Company

Hurley's Restaurant & Bar

Zinfandel Braised Wild Boar on Truffled Polenta

Orchid Hill Vineyard

Ruth's Chris Steak House, San Francisco

Lamb lollypops in a Pomegranate Zinfandel Sauce

Peachy Canyon Winery

Alfred's Steakhouse, San Francisco

New York Strip open faced sandwich with Creamy Horseradish

R & B Cellars

Angela's, Alameda

Duck Strudel with Mushroom and Wild Rice in a Flaky Pastry with Caramelized Shallots and Cranberry Wine Sauce

Rancho Zabaco Winery

Q

Duck confit in Zinfandel-Cascabel Chili Colorado on polenta squares topped with Cypress Grove goat cheese

Ravenswood
Central Market
Mussels with Chorizo and black beans

Ridge Vineyards
Manzanita Restaurant
Zinfandel Braised Pozzi Ranch Lamb with Picholine Olives and Baby Carrots

Robert Rue Vineyard
Flavor Bistro
“Sonoma County”

Rosenblum Cellars
Asena Restaurant
Stuffed Pork Loin

Saddleback Cellars
PlumpJack Cafe, San Francisco
Red onion tartlette, sherry syrup, Jamon Serrano

Seghesio Family Vineyards
Blaze and the Seghesio Pit Team
BBQ Ribs

St. Amant Winery
A Chef for You, Philadelphia
Philly Cheese Steak Sandwich and Chocolate Spring Mix Salad with Blue
Cheese, Zin Raisins & Chocolate Vinaigrette

Starry Night Winery
Pazzo Restaurant, Petaluma
Stuffed Pitas with Grilled Marinated Lamb, Fresh Tomatoes, Feta Cheese Dill
& Cucumber Sauce

Storybook Mountain Vineyards
STOMP Restaurant
Venison Loin with Savory Bread Pudding and Celery Root Slaw

Sunset Cellars
Firmenich, Inc.
New Jersey State Championship Chili

Teira Wines
Annabelle's Bar & Bistro
Beef tartare crouton with sea salt, chicory and saba dressing

Trentadue Winery
Stella's Cafe, Sebastopol
Cold Smoked Duck Breast with Zinfandel Charmoula Sauce

Trinitas Cellars
The Meritage Resort at Napa – Siena
Braised Tamarind-Glazed Lamb with Napa style coleslaw and jalapeno cornbread

Turley Wine Cellars
North Main BBQ, Eules, TX
Peppered BBQ Suckling Piglet

Wente Family Estates
The Restaurant at Wente Vineyards
Applewood-Smoked Niman Ranch Pork Zinfandel Marinated and Pastrami Spiced
with Persimmon Slaw

XYZin
Forbes Mill Steakhouse
Kobe Beef Skewers

Z-52
ZinsValley Restaurant
Curried Chicken Sausage and Flatbread with Apple-Raisin Chutney

The 273 wineries at the 2007 ZAP Tasting (the 36 wineries new to ZAP are italicized):

Abundance Vineyards
Accademia dei Racemi
Acorn Winery/Alegria Vineyards
Adelaida Cellars
Adobe Road Wines
Alderbrook Winery
Alex Sotelo Cellars
Alexander Valley Vineyards
Amphora Winery
Arente Family Winery
Artezin
Atelier Winery
August Briggs Wines
Ballentine Vineyards
Barclay & Browning Wines
Barefoot Cellars
Bargetto Winery
Barra of Mendocino
Bartholomew Park Winery

Beaulieu Vineyard
Bella Vineyards & Wine Caves
Benessere
Benson Ferry Vineyards
Blue Moon Marketing
Bluenose Wines
Boeger Winery
Bogle Winery
Bonneau Wines
Borra Vineyards
Bourassa Vineyards
Brochelle Vineyards
Brown Estate Vineyards
Brutocao Cellars
Bucklin
Bugay Wines & Vineyards
C.G. Di Arie Vineyard & Winery
Cakebread Cellars
Calcareous Vineyard
Calistoga Cellars
Cardinal Zin
Carlisle Winery
Carol Shelton Wines
Cartlidge & Browne Winery
Cedarville Vineyard
Charles Spinetta Winery
Charter Oak Winery
Chase Family Cellars
Chateau Montelena Winery
Chateau Potelle Winery
Chateau Souverain
Chatom Vineyards
Chiarello Family Vineyards
Claudia Springs Winery
Clay Station
Cline Cellars
Clos du Bois Wines
Clos du Lac Cellars
Clos LaChance Winery
Cloud 9 Winery
Collier Falls Vineyard
Cosentino Winery
Coturri Winery
Crauford Wine Company
Crushpad
Curtis & David Wines

Dashe Cellars
Davis Family Fineyards
D-Cubed Cellars
Deer Ridge Vineyards
DeLoach Vineyards
DePaola Vineyard
Deux Amis Wines
Dogwood Cellars
Don Sebastiani & Sons
Dono dal Cielo
Dover Canyon Winery & Vineyard
Downing Family Vineyards
Dry Creek Vineyard
Dynamite Vineyards
Easton Wines
Eberle Winery
Edmeades
Elyse Winery
EOS Estate Winery
Esterlina Vineyards
F. Teldeschi Winery
Falcor Wine Cellar
Fife Vineyards
Four Vines Winery
Frank Family Vineyards
Fritz Winery
Gallo Family Vineyards
Gamba Vineyards & Winery
GiaDomella
Girard Winery
Gnarly Head Cellars
Graeser Winery
Gravity Hills
Graziano Family of Wines
Grey Wolf Cellars
Grgich Hills Estate
Guglielmo Winery
HaGafen Cellars
Handley Cellars
Hartford Family Wines
Harvest Moon Estate & Winery
Hawley Wines
Haywood Estate
Hendry
Homefire Cellars
Hook and Ladder Winery

Howell Mountain Vineyards
Hunt Cellars
Inspiration Vineyards & Winery
J. Benton Furrow Winery
Javelina Leap Vineyard & Winery
Jeff Runquist Wines
Jessie's Grove Winery
John Tyler
JR Wines
Jus Soli Winery
Karly Wines
Kenwood Vineyards/Heck Estates
Klinker Brick Winery
Kokomo Wines
Kuleto Estate Family Vineyards
Kunde Estate Winery
Lake Sonoma Winery/Heck Estates
Lambert Bridge Winery
Lang Wines
Lava Cap Winery
Ledson Winery & Vineyards
Limerick Lane Cellars
Lolonis Winery
Loxton Cellars
m2wines
Macauley Vineyard & Winery
Macchia
Magito Wines
Mantra Wines
Manzanita Creek/Salerno Healdsburg Estate Winery
Mara Winery
Marcucci Farms
Mariah Vineyards
Marr Cellars
Martin Family Vineyards
Mauritson Family Winery
Mazzocco Winery
McNab Ridge Winery
Medusa Wines
Meeker Vineyard
Michael-David Vineyards
Milliaire Winery
Minassian-Young Vineyards
Mitchell Katz Winery
Montevina Winery/Trincherro Family Estates
Moss Creek Winery

Mt. Aukum Winery
Mountain View Vintners
Murphy-Goode
Mutt Lynch Winery
Napa Wine Company
Neese Vineyards
Nichelini Winery
Norman Vineyards
Oak Ridge Winery
Opolo Vineyards
Orchid Hill Vineyard
Orfila Vineyards
OTTIMINO
Outpost Estate Wines
Papapietro Perry
Paradise Ridge Winery
Peachy Canyon Winery
Pedroncelli Winery
Peju Province Winery
Pellegrini Family Vineyards
Pena Ridge Wines/Piccetti Family Vineyards
Perry Creek Vineyards
Pezzi King Vineyards
Puccioni Vineyards
Quivira Estate Vineyards & Winery
R&B Cellars
Rancho Arroyo Grande Winery & Vineyards
Rancho Zabaco Winery
Ravenswood
Ravenswood Quarry
Renwood Winery
RHR
Ridge Lytton Springs
Ridge Vineyards
Robert Biale Vineyards
Robert Rue Vineyard
Rodney Strong Vineyards
Rombauer Vineyards
Rosenblum Cellars
Roshambo Winery
Rotta Winery
Rubicon Estate
Rued Wines
Rusina Wines
Russian River Vineyards/Topolos
Saddleback Cellars

Santino Wines
Sapphire Hill Vineyards & Winery
Saucelito Canyon Vineyard
Sausal Winery
Saxon Brown Wines
Schrader Cellars
Scott Harvey Wines
Sebastiani Vineyards
Seghesio Family Vineyards
Selby Winery
Sextant Wines
Sharp Cellars
SideJob Cellars
Silver Stone Wines
Simi
Sobon Estate
Solaris
Spelletich Cellars
St. Amant Winery
St. Francis Winery & Vineyard
Starlite Vineyards
Starry Night Winery
Steele Wines
Sterling Vintner's Collection from Sterling Vineyards
Stonehedge Winery
Storrs Winery
Storybook Mountain Vineyards
Stryker Sonoma
Sunce
Sunset Cellars
Talty Vineyards & Winery
Talus Collection
Teira Wines
The Terraces
Thurrow Vineyards
Tin Barn Vineyards
Topfanelli Family Vineyard
Toucan Wines
Trecini Cellars
Trentadue Winery
Tres Sabores
Trinitas Cellars
Truchard Vineyards
Trust Winery
Turley Wine Cellars
Twisted

Unti Vineyards
V. Sattui Winery
Valdez Family Winery
Valley of the Moon Winery/Heck Estates
Van Ruiten Family Winery
Venge Vineyards
Viano Winery & Vineyards
Villa Mt. Eden
Vina Robles Winery
Vino Con Brio
Vino Noceto
Volante Vineyards
Watts Winery
Wente Family Estates
Wilson Winery & Vineyards
Woodenhead
XYZin
Z-52
Zefina Winery
Zenaida Cellars
Zig Zag Zin
ZinAlley Winery & Vineyards
Zingaro
Zoom Wines.