



Producer Membership Highlights



What ZAP Membership Offers

Your membership is an important part of an integrated marketing program that allows you to expand your relationships in the market and build your brand. Your membership includes numerous opportunities and benefits.

ZAP's Zinfandel Festival

ZAP's Zinfandel Festival is an internationally recognized series of events attracting over 10,000 people. This premier single-varietal tasting is a destination event for key members of the wine trade and media who attend from throughout the country and the only one of its kind in the world. ZAP festival-goers are fun loving wine consumers who seek to integrate the wine country lifestyle into their lives. The wide exposure ZAP's Festival offers means a great return on membership investment.

Zinfandel Tours and Cruises

Sign-up wholesalers, extend your market visibility and sample your Zinfandels to thousands of wine trade and enthusiastic consumers at the markets we visit each year. Participating wineries receive the trade attendee list for each market. Our international tour allows wineries to develop, expand and diversify into the export arena—increasingly vital for wineries in the intensified global marketplace. ZAP hosts yearly cruises where wineries have a variety of options to participate from featuring your wines, to serving as a ZAP winery host.

Investing in the Future—ZinWorld.org

ZinWorld.org is the premier wine oriented resource center and a robust interactive social networking site. Your winery can connect directly with consumers and link to Zinfandel consumers everywhere.

- Build your winery's profile—a dedicated page where Zinfandel enthusiasts can quickly and easily locate your winery through Google Maps and discover details about your tasting room, special offers, and so much more
- Post events (held at the winery and anywhere you travel)
- Add wine listings—a searchable database by price, appellation, vintage
- Create groups, add friends and become part of this social networking site

ZAP's vision is to serve the entire world of current and potential Zinfandel drinkers and lovers, providing opportunities to enjoy Zinfandel more, through multiple outlets: (such as at local tastings, restaurants, retailers, and with advocates). It's a lofty goal!

Rotating Winery Logos on ZAP's Website

With the creation of your winery's profile on ZinWorld, your logo rotates on all ZAP website pages! This logo will be seen multiple times by our website visitors. The first day Festival public ticket sales were made available online we received 1,000 hits that day alone—without any advertising. What a great audience to capture! Check out zinfandel.org or zinworld.org.



Producer Membership Highlights Continued

Outreach and Promotion

ZAP's website receives hundreds of thousands of visitors yearly. Wineries can leverage their membership investment by including the ZAP logo and website link on their website, announcing their affiliation in their newsletters and press releases and promoting their winery in ZAP's newsletters and press releases. ZAP's membership brochure lists your winery's name and offers a great way to talk about Zinfandel in your tasting room.

Research & Education

ZAP's educational programs are a proven success and your association with ZAP will be seen as support for Zinfandel education and research. ZAP supports The Heritage Vineyard under the direction of University of California, Davis. This critical project is preserving historically significant vineyards for future planting. ZAP produces many different educational pieces including a *Resource Guide to California Zinfandel* and *Zinfandel Aroma Wheel*. ZAP also supports wine education at the City College of San Francisco Culinary Arts Program and provides student scholarships for advanced wine education.

Advocate Demographics

Our thousands of advocate members and Festival attendees are wine lovers who are frequent Zinfandel drinkers, possessing large wine collections and a high disposable income. Not only are you talking to a wine savvy audience about your Zinfandel, they are also getting to know your winery. These findings were determined as a result of the consumer research surveys conducted by Christian Miller at Full Glass Research. The entire report is available to our producer members.

Membership Support

The ZAP office is eager to be of assistance! ZAP's members-only website area features news, industry updates, media and trade lists to name a few. Take advantage of workshops and member meetings to hear important guest speakers, and network with other wineries, associates and ZAP sponsors.

Long Term Positioning

Create consumer loyalty with a wider audience beyond those who are fortunate to purchase your wines today. Your membership gives you access. For example, bring a few bottles of wine to share with 400 ZAP members at our annual Summer Celebration BBQ.

Other Goodies

Mailing labels of our advocate member addresses (at minimal charge), media lists, trade lists and special announcements, such as providing wine to Robert Parker's Zinfandel Tasting each year are all part of membership. Your winery also gets listed on ZAP's promotional materials and on our website lists with a link to your winery's ZinWorld profile (this is in addition to ZinWorld).



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Continued

Brand Building and Exposure

- **ZAP's Festival is one of the best networking opportunities in the wine industry! In attendance are thousands of trade members, general public attendees, and hundreds of media representatives, ZAP advocates and Zinfandel wineries.**
- ZAP offers ready-made promotional programs to create demand and expose your new releases, featured Zinfandels and barrel samples.
- Over the four days Festival reaches almost 10,000 inquisitive and fun loving wine fans.
 - Attendees have large disposable income
 - Average household income over \$100,000 per year
 - Equally split between female and male
 - Over 80% of participants are between 35 and 65

ZAP Builds the Zinfandel Community

Your participation continues to keep Zinfandel in the forefront of the wine market and supports ZAP's Educational, Preservation and Research Programs.

- **ZAP generates attention and appreciation for Zinfandel. As a 501(c)(3) non-profit educational organization made up of growers and wineries who produce Zinfandel as well as the consumers who drink it, ZAP talks about the significance of the grape—as a community.**
- ZAP's goal is to educate the public about American Zinfandel and its place in our culture and history. We need and value the support of all Zinfandel producers and consumers. Your support is valued and necessary.

Strengthen your brand's connection to Zinfandel. Take advantage of participation in ZAP events, on-line, at workshops and many other member opportunities. We are champions of Zinfandel and our member wineries. Together, we can raise your individual winery profile and general awareness of Zinfandel—America's Heritage Wine.





19th Annual Zinfandel Festival

Festival Schedule

Wednesday, January 27, 2010

Thursday, January 28, 2010

Friday, January 29, 2010

Saturday, January 30, 2010

Flights!

Good Eats & Zinfandel Pairing

Evening with the Winemakers Benefit

Auction & Dinner

Grand Zinfandel Tasting

Festival Facts

- Well established – in its 19th consecutive year!
- Attendance has continued to bring back loyal attendees while each year expanding its reach to new consumers.
- Well covered by major mainstream and wine industry media including the *San Francisco Chronicle*, *Sacramento Bee*, *New York Times*, *Los Angeles Times*, *Wine Enthusiast*, *Wine Spectator*, *Quarterly Review of Wines*, *Sunset Magazine*, *Forbes Magazine*, and numerous online publications.
- Viewed as a premier international wine event.
- Only festival of its kind focused on a single wine varietal.
- Over 251 wineries participated in the 2009 Festival.
- Ticket prices for events range from \$35 to \$225 per person.
- Historically, many events for the festival sell out each year.



2009 Festival Event Attendance

- Flights! 150
- Good Eats & Zinfandel Pairing 1,200
- Evening with the Winemakers 280
- Grand Zinfandel Tasting Over 8,200

Attendance totaled 47% public, 35% industry trade and 18% wineries.

Trade attendance totaled 31% wine retail, 27% wholesaler, 25% restaurants, 12% media and 5% hotel and other lodging.

Promotional Outreach

- Festival website: 21,112 unique visitors during January
- 30,000 direct mail postcards
- 10,000 direct mail information guides sent with tickets
- Paid and sponsored advertising in numerous wine and lifestyle publications
- 10,000 posters printed and distributed
- 14,000 direct mail trade invitations
- Online trade and consumer ticket ordering
- Multiple press releases and editorials throughout the year
- Links and banners on wine-oriented websites

Zinfandel Consumers

ZAP's Grand Zinfandel Tasting attracts "millennial" consumers. This is one reason why the event is "boisterous" and "fun-filled." The number one decision-making reason for selecting wine in a retail store was prior experience in tasting the wine, according to Liz Thach, Ph.D. in her report: *"How American Consumers Select Wine."*