

Browse Thousands of Local Singles on 

**Join Free!**

- [sf bay area](#)
  - [City](#)
  - [Berkeley](#)
  - [Palo Alto](#)
  - [San Francisco](#)
  - [San Jose](#)
  - [What's Happening](#)
  - [Film, Theater & Arts](#)
  - [Food & Wine](#)
  - [Events](#)
- [film.theater.arts](#)
  - [Film](#)
  - [Film Reviews](#)
  - [Stark Insider TV: Film](#)
  - [Film Festivals](#)
  - [Cinequest Film Festival](#)
  - [Mill Valley Film Festival](#)
  - [Napa Valley Film Festival](#)
  - [Theater & Arts](#)
  - [Theater Reviews](#)
  - [Stark Insider TV: Theater](#)
  - [Bay Area Theater Guide](#)
  - [Venues](#)
    - [42nd St. Moon \(San Francisco\)](#)
    - [African American Shakespeare Company](#)
    - [American Conservatory Theater \(SF\)](#)
    - [Aurora Theatre Company \(Berkeley\)](#)

- [Berkeley City Club](#)
- [Berkeley Playhouse \(Berkeley\)](#)
- [Berkeley Rep](#)
- [Black Box Theatre \(San Francisco\)](#)
- [Broadway By the Bay \(Redwood City\)](#)
- [Broadway San Jose](#)
- [Bus Barn Stage Co. \(Los Altos\)](#)
- [Cal Performances](#)
- [Center REPeritory Company](#)
- [Cirque du Soleil](#)
- [City Lights Theater Company \(San Jose\)](#)
- [Coastal Repertory Theatre \(Half Moon Bay\)](#)
- [Cutting Ball Theater \(San Francisco\)](#)
- [Dragon Productions Theatre Company \(Palo Alto\)](#)
- [EXIT Theatre](#)
- [Hillbarn Theatre \(Foster City\)](#)
- [History San Jose](#)
- [Institute of Contemporary Art ICA \(San Jose\)](#)
- [Intersection for the Arts \(San Francisco\)](#)
- [Magic Theatre \(SF\)](#)
- [Marin Theatre Company](#)
- [Montalvo \(Saratoga\)](#)
- [Opera San Jose](#)
- [Palo Alto Children's Theatre](#)
- [Palo Alto Players](#)
- [San Francisco Opera](#)
- [San Francisco Symphony](#)
- [San Jose Museum of Art](#)
- [San Jose Repertory Theatre](#)
- [San Jose Stage Company \(San Jose\)](#)
- [SF Camerawork](#)
- [SF Playhouse \(San Francisco\)](#)
- [SHN SF](#)
- [Sweet Can Productions \(SF\)](#)
- [Teatro Zinzanni \(San Francisco\)](#)
- [The Cutting Ball Theatre \(San Francisco\)](#)
- [The Fillmore \(San Francisco\)](#)
- [The Pear Avenue Theatre \(Mountain View\)](#)
- [The Tech Museum of Innovation \(San Jose\)](#)
- [TheatreWorks](#)
- [Throckmorton Theatre \(Mill Valley\)](#)

- [Film & Theater News](#)

- [food.wine](#)

- [Food](#)

- [Recipes](#)
- [Tasty Stuff](#)
- [Food & Wine Pairing](#)
  
- [Food & Wine News](#)
  
- [Wine](#)
  
- [Stark Sips: A Wine Blog](#)
- [Stark Sips: Wine Reviews](#)
- [Stark Insider TV: Wine](#)
- [Wine Guide](#)
- [Costco Wines](#)
- [gadgets.tech](#)
  - [Tech Home](#)
  
  - [Silicon Valley](#)
  
  - [InSight](#)
  
  - [Events](#)
  
  - [CES](#)
  - [Churchill Club](#)
  
  - [Gadgets](#)
  
  - [Amazon Kindle](#)
  - [Canon T2i DSLR](#)
  - [Google Android](#)
  - [Mobile](#)
  - [Reviews](#)
  - [Tablets](#)
- [travel](#)
  - [Travel Home](#)
  
  - [Australia](#)
  - [Hawaii](#)
  - [Napa](#)
  - [Paris](#)
  - [Tahoe](#)
  - [Vancouver](#)
  - [Walla Walla](#)
  
  - [Loreto Baja](#)

- [Loreto Guide](#)
- [Loreto Bay Resort](#)
- [2011 Loreto Calendar](#)
- [Stark Insider TV: Loreto](#)
- [Scorpion Bay: Baja Unleashed](#)
- [about](#)
  - **Stark Insider**



- [About](#)
- [Advertise](#)
- [Contact](#)
- [Shipping address](#)
- [Subscribe](#)
- [Editorial](#)
- **Contributors**
  - [Mike Carrall](#)
  - [Tom Eden](#)
  - [Al Graichen](#)
  - [Eugene Lee](#)
  - [Jane Lurie](#)
  - [Carl Orthlieb](#)
  - [Patricia Reardon](#)
  - [Clinton Stark](#)
  - [Loni Kao Stark](#)
  - [Cy Ashley Webb](#)
  - [Chris Wright](#)



Stark Insider TV: [James Franco](#) [Danny Boyle](#) [Woz - Steve Wozniak](#) [The King's Speech](#) [How to Taste Wine](#) [Edward Norton](#) [Cirque du Soleil](#) [Chef David Kinch](#)



[Stark Insider](#) > [SF Bay Area](#) > [San Francisco](#) > On Location San Francisco: Zinfandel wine festival

Wine Events

01.29.11

## On Location San Francisco: Zinfandel wine festival

Started with Zin in the morning. Re-charge at Starbucks, dinner at Zare Fly Trap, show at SF Playhouse. Yes

## – I'm going to Hell.

by [Clinton Stark](#) [Comments](#)

14



**food.wine** We're on location for the ZAP (Zinfandel Advocates & Producers) here in San Francisco, and I can tell you the first word that comes to mind: massive. This is a big wine event. Here I was naively thinking we could jump the crush of people by attending the media and trade session in the morning. But it was already fairly jammed as producers, restaurateurs, retailers, distributors, and yes even press tasted and talked the morning away.





Zinspiration is right!

Most food and wine events we cover here at Fort Mason — which, incidentally, is also home to [Magic Theatre](#) one of our favorite mid-sized theaters in the City — usually occupy one pavilion. ZAP, however, uses two expansive pavilions, both located in the beautiful Marina District.

In the past we've covered [Star Chefs and Vintners Gala](#) (the Meals on Wheels benefit), ZAP 2010, and TAPAS to name a few. Despite the parking challenges, I never get tired of a visit to the

Marina. This morning was no different as sailboats dotted the Bay just under the Golden Gate Bridge, and around Alcatraz Island. Fortunately I took some shots before the clouds moved in and the drizzle hit.

Program Of Interest. 	
First Name:	Phone Number:
Last Name:	Select One: 
Email Address:	Zip:

[About Us](#) [Privacy Policy](#)



Zin brings out the hotties

From what I hear organizers expect about 8,000 people this afternoon, not surprising given that 240 wineries are pouring.

I tasted from many wineries, but it was hard to get to some because of the crowds. Buyers were seen from Trader Joe's, Costco, World Market, and pretty much any restaurant that serves notable wine in the region. Familiar faces were at every turn including those from Napa and Sonoma, and some of our favorites from the world of wine media and blogs.

Tucked away at the back in the press zone, organizers had lined up every wine being poured in alphabetical order which provided a somewhat calmer way to taste and take notes.

Now we've taken momentary refuge from the overcast skies and drizzle at a Starbucks just outside the theater district by Union Square. Later, we're off to see The Hoss of Zare Fly Trap fame, which means our decadent fling this morning with Zin will be followed by an epic feast. Then, later — but of course — we're off to “*the show*” this time at [SF Playhouse](#). Yes, I know, I already Tweeted as much: I'm going to Hell (*and... loving it*).



ZAP 2011: Loni and Nadia G (Bitchin Kitchen) rock out ... I think...

I'll write-up some of my favorite Zinfandels and some tasting notes in a future post, but for now I leave you with the scene that was ZAP 2011.

**In Photos: ZAP 2011 San Francisco**











[\[View Slideshow\]](#)







12 ▶

Follow the new Stark Insider on [Facebook](#) and [Twitter](#) for the latest in film, arts, food & wine, Silicon Valley, tech and travel.



### [Clinton Stark](#)

Clint writes about Silicon Valley, film, wine, arts and tech (including his trusty Droid and T2i). An aging ice hockey player, he tries in vain to direct Loni on Insider video segments. He's held executive marketing roles at Cisco, EMC and Salesforce.com. Rumor has it, he's unwittingly performed with Frank Ferrante ([Teatro ZinZami](#)), Frau Bachfeifengesicht ([Circus Finelli](#)) and Allen Gittelson ([The Secret Language](#)).

Connect: [Twitter](#) | [Facebook](#)

