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ZAP CELEBRATES 20TH ANNUAL ZAP FESTIVAL 2011 is 20 Years of Zinspiration

Rough & Ready CA, June 2010----The 20th Annual Zinfandel Advocates & Producers Festival takes place January 27-29, 2011, in San Francisco. The Festival consists of four events in three days and will celebrate the event's 20th anniversary. The ZAP Festival will include up to 250 Zinfandel-specialist wineries from all across California pouring their barrel samples and new releases for over 10,000 enthusiasts over the course of the three days. The ZAP Festival is the most comprehensive showing of Zinfandel wineries in the world, a true education of the world of Zinfandel.

Festival Packages and Early Bird Tickets are [here](#). One of the secrets of attending the ZAP festivities is the advantage of being a member of ZAP, at a modest \$44 per year. ZAP members are able to enter the Grand Tasting an hour earlier than the public, at 1:00 p.m., for example.

The Festival consists of:

Thursday January 27: Good Eats and Zinfandel Pairing at Fort Mason Center,
6:00 - 9:00 p.m.

Friday January 28: Flights! A Showcase of Zinfandels at The Westin St. Francis,
Union Square, 10:30 a.m. - 1:00 p.m.

Friday January 28: Evening with the Winemakers at The Westin St. Francis,
Union Square, 5:00 - 10:00 p.m.

Grand Zinfandel Tasting

Saturday, January 29 Grand Zinfandel Tasting, Fort Mason Center,
2:00 - 5:00 p.m. for the public; 10-1 for the trade; ZAP members can enter at 1:00 p.m.

"The world of Zinfandel is full of surprises and out-of-the-box thinking," says Rebecca Robinson, ZAP's Executive Director. "We will dazzle the wine world with our 20th anniversary festivities. It will be a celebration of unprecedented magnitude," she adds.

Visit zinfandel.org, zinworld.org to join in the enormous online world of Zinfandel lore and socializing or join that conversation at Twitter (<http://twitter.com/ZinfandelOrg>), Facebook <http://www.facebook.com/home.php?#!/zinfandel>. During 2010 ZAP's wineries traveled to Newport Beach, Denver, Honolulu, Maui and Calgary to pour their wines for enthusiastic winelovers.

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 275 winery-members, 5,000 advocate-members and 100 associate members.

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