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Contact: Julie Ann Kodmur, 707/963-9632, corking@julieannkodmur.com,
www.zinfandel.org

Digital photos of past Festivals available at www.zinfandel.org/pressroom

17th ANNUAL ZAP FESTIVAL JANUARY 23-26, 2008

Rough & Ready CA, April 2007---The 17th Annual Zinfandel Advocates & Producers Festival will take place January 23-26, 2008 in San Francisco. Details will be updated regularly at www.zinfandel.org. Tickets will go on sale through the website October, 2007.

An estimated 9,000 people attended the four events making up The 16th Anniversary Zinfandel Advocates & Producers Festival January 24-27, 2007 (the Tasting, Flights, Good Eats and An Evening With The Winemakers). At the Tasting, 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 and there were 36 wineries new to the Tasting participating. A mariachi band greeted tasters at the entrances to the two pavilions, embodying the theme "Viva Zinfandel!" 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; in 2008 the 2005 vintage (Bill Knuttel, Dry Creek Vineyard) will be available. 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.

Zinfandel Advocates & Producers is traveling to three cities this spring to conduct tastings for the public and the trade. In Austin, the tasting will take place on May 8 at the Omni Hotel Downtown; tickets can be purchased by either visiting www.zinfandel.org or calling 512/327-7555 or visiting www.winefoodfoundation.org. The tasting will benefit The Wine and Food Foundation of Texas. In Phoenix, the tasting will take place on May 10 at The Wrigley Mansion; tickets can be purchased by visiting www.zinfandel.org or calling 866/501-3881. In Minneapolis, ZAP is participating in Winefest No. 12—A Toast To Children’s Health, with several events May 11-12 at The Depot. tickets can be purchased by visiting <https://www2.mmf.umn.edu/winefest/ticket1.cfm> or by calling 612/625-7490 or emailing winefest12@mmf.umn.edu. These events benefit the University Pediatrics Foundation at the University of Minnesota. 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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