

FOR IMMEDIATE RELEASE

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

18th ANNUAL ZAP FESTIVAL JANUARY 28-31, 2009

Unmask Your Passion is the theme

Rough & Ready CA, October 2008---Tickets for the 18th Annual Zinfandel Advocates & Producers Festival are now available through the website (www.zinfandel.org) and on the phone (530/274-4900). The Festival takes place January 28-31, 2009 in San Francisco. Details are updated regularly at www.zinfandel.org. "There's no other place in the world a wine lover can go to experience so much about the world of Zinfandel," explains Rebecca Robinson, ZAP's Executive Director. "Every year we see increasing interest in America's heritage grape, which played a key role in California's history," she adds.

In 2008 an estimated 10,000 people attended the four events which made up The 17th Anniversary Zinfandel Advocates & Producers Festival in January. 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. 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.

Flights: A Showcase of California Zinfandels, an afternoon of seated tastings and panel discussions, will take place on Wednesday, January 28 from 2-6:00 p.m. at City College in San Francisco (50 Phelan Avenue, 94112, <http://www.ccsf.edu/Campuses/>). Ticket prices are \$100 per person for ZAP members and \$130 per person for non-ZAP members.

Good Eats & Zinfandel Pairing, a 'dine-around' extravaganza, where Zinfandel producers team up with restaurants and purveyors to offer fine-tuned food-wine 'marriages,' will take place on Thursday, January 29 at Ft. Mason (94123, <http://www.fortmason.org/directions/index.shtml>) from 6-9:00 p.m.. Ticket prices for members are \$95 and \$125 for non-members.

Evening with the Winemakers, an elaborate tasting and dinner and auction to benefit The Heritage Vineyard Projects, takes place on Friday, January 30 at The Westin St. Francis Hotel in San Francisco (335 Powell Street, 94102, <http://www.westinfrancis.com/location/>) from 5-10:00 p.m.. Ticket prices are \$210 for members and \$260 for non-members. There is also a VIP ticket for Evening with the Winemakers, at \$365 per person.

The 18th Annual Zinfandel Advocates & Producers Tasting will take place on Saturday, January 31 at Ft. Mason. "Early bird" tickets, for members only, are \$49; tickets at the door, for the public are \$69. Members can enjoy the event from 1-5:00 p.m.; the public is welcome from 2-5:00 p.m. The trade tasting begins at 10:00 a.m. (tickets must be arranged in advance at www.zinfandel.org). The Tasting is the only place where Zin aficionados can purchase the Heritage Vineyard Zinfandel; in 2009 the 2006 vintage (made by Jerry Seps of Storybook Mountain Winery) 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.

Visit www.zinfandel.org to join ZAP, research Zinfandel and more! Visit www.zinworld.org to join in the enormous online world of Zinfandel lore and socializing.

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.