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ZAP CELEBRATES 20 YEARS OF ZINSPIRATION
2011 the 'Roaring 20' year, using Art Deco motifs

Rough & Ready CA, June 2010----It's back to the future for the 20th Annual Zinfandel Advocates & Producers Festival, taking place January 27-29, 2011, in San Francisco. In the-mid 1800s, when Zinfandel first flourished in California, Zinfandel growers had an opportunity rare in viticultural history—the chance to try planting in numerous and varied locations around California, thus identifying the sites in which the Zinfandel grape was most ideally suited. Zinfandel growers also experimented with other types of red-wine varietals and harvested and vinified them together (today this is called a 'field blend'). Zinfandel Advocates & Producers is officially recognizing this heritage with a new development at the Festival.

After a year of discussion and research, ZAP's Board of Directors unanimously decided to welcome Zinfandel heritage blends to be poured at the Grand Zinfandel Tasting at the 2011 Festival. "We recognize that Zinfandel's future lies in its past," said Duane Dappen, owner/winemaker of D-Cubed Cellars and President of the ZAP Board of Directors in making the announcement.

ZAP winery members who also produce a Zinfandel will be invited to pour a Zinfandel blended with other varietals—Zinfandel must be the dominant grape variety in the blend—and the blend must be at least 34% Zinfandel. In previous years, the Festival's guidelines allowed only Zinfandels with a 75% proportion of Zinfandel to be poured. This new direction will be very visible at the 2011 Grand Tasting through new educational materials and programs, including mini-workshops conducted by winemakers as well as a new separate area where these blends will be tasted.

The 20th Anniversary ZAP Festival consists of four events in three days, encompassing approximately 250 wineries, pouring their barrel samples and new releases. The ZAP Festival is the most comprehensive showing of Zinfandel wines in the world.

The Festival details:

1. Thursday January 27: Good Eats and Zinfandel Pairing at Fort Mason Center, 6:00 - 9:00 p.m.
2. Friday January 28: Flights! A Showcase of Zinfandels at The Westin St. Francis, Union Square, 10:30 a.m. - 1:00 p.m.

3. Friday January 28: Evening with the Winemakers at The Westin St. Francis, Union Square, 5:00 - 10:00 p.m.
4. Saturday, January 29 Grand Zinfandel Tasting, Fort Mason Center, 2:00 - 5:00 p.m. for the public; 10 a.m. - 1 p.m. for the trade; ZAP members can enter at 1:00 p.m. Early bird packages (with special pricing and other offers) will be available August 1, 2010.

An insider secret, a way to insure a fabulous Zinfandel weekend, is to join ZAP. Members of ZAP (at \$44 a year) have numerous privileges, including early entry to the Grand Tasting, an hour earlier than the public, at 1:00 p.m.

The ZAP Festival established a format for wine festivities now very widely emulated. The attendee—whether an aficionado or a newbie—can select from more than 800 wines during the Saturday Grand Zinfandel Tasting, or enjoy the seated, academically oriented Flights event or exercise even more taste buds at the walk-around food-and-wine-heaven event, Good Eats & Zin or still enjoy yet another option—getting dressed up for a lively and elegant evening and feasting and philanthropic auction bidding, at Evening With The Winemakers.

“ZAP's role in telling the complete, historically accurate story of Zinfandel will be enhanced by the inclusion of classic California field blends as part of the annual Festival and as part of the organization's educational repertoire,” explains Joel Peterson, winemaker at Ravenswood, and ZAP Board member.

“We are expanding our scope as we celebrate our 20th anniversary,” adds Rebecca Robinson, ZAP's Executive Director. “We are telling the Zin story through a fresh historical perspective,” she adds, “or really it's rather 'back to the future,' since we're now recognizing these heritage vineyards.”

“The Zinfandel field blend is the type of wine that would have made California famous 80 years ago, if it hadn't been for Prohibition,” Peterson adds. “This wine would have been California's Bordeaux, Chateauf-neuf-du-Pape or Chianti---a blended wine made from grapes chosen by the people of the region, through mostly trial and error, to produce the best wine they thought the region could produce. In other words, a fine regional wine only associated with California made no where else in the world,” he adds.

This is an aspect of Zinfandel lore and intrigue which in fact was the topic at the 2010 Festival's Flights tasting, where winemakers poured wines illustrating field blends and delved into the nuances of blending with Zinfandel. For the 2011 Festival, ZAP has opened up the field: the Zinfandel element in a wine's blend can come from any vineyard or can be a blend of Zinfandels from different vineyards. The grape varieties can be Alicante Bouschet, Barbera, Black Malvoisie, Burger Carignane, Grand Noir de la Calmette, Grenache, Lenoir, Mataro (Mourvedre), Black Muscat, Negrette, Peloursin, Petite Bouschet, Petite Sirah, Semillon, Syrah, Tempranillo, Teradalgo and, of course, Zinfandel.

“We’re going to dazzle the wine world with our 20th anniversary festivities,” Robinson says. “Our four events will offer something for everyone, from fun to serious, from precedent-setting (including Zinfandel blends) to record-setting (the possible number of attendees),” she adds. Visit zinfandel.org or zinworld.org to join in the enormous online community Twittering and Facebooking.

During 2010 ZAP’s wineries traveled to Newport Beach, Denver, Honolulu, Maui, Dusseldorf and Calgary to pour their wines for enthusiastic wine lovers.

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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