

For Immediate Release

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**ZIN DRINKERS FOUND MORE FREQUENTLY ON THE WEST COAST
ZIN DRINKERS WANT TO SEE MORE ZINFANDEL IN THE MARKETPLACE---AND MORE
ZAP RELEASES RESULTS OF MAJOR RESEARCH**

Rough & Ready, California, November 15, 2006---As part of its mission of education and awareness of Zinfandel, California's heritage grape, Zinfandel Advocates & Producers recently commissioned the first-ever comprehensive survey research focused on producers and consumers of a single varietal. ZAP released the results of this research at a press conference on November 14 at 11:00 a.m. at Trentadue Winery in Geyserville. The research was done by Christian Miller of Full Glass Research (www.fullglassresearch.com), a firm which specializes in economic and market research in the wine industry. More than 600 wineries were interviewed (both members and not members of ZAP); 1,377 consumers were surveyed ("core wine consumers," current ZAP members, past ZAP members and attendees of the 2006 Zinfandel Advocates & Producers Festival in San Francisco).

"These results will serve as a foundation of knowledge on Zinfandel for wineries, growers, the trade and interested consumers," explains Christian Miller. "The consumer survey gives valuable information on the opinions, buying and drinking habits of core wine consumers as they relate to Zinfandel," he adds. Some key findings:

- Zinfandel producers are more product-oriented than market-oriented. They tend to focus on product quality and winery or appellation reputation rather than sales and marketing execution to sell their wares.
- High frequency Zinfandel drinkers tend to be from the West Coast and are underrepresented in the Northeast.
- Generally speaking there were not gender differences between men and women in their perceptions of Zinfandel, although women were somewhat more disposed to purchase \$20+ Zin than men.
- Consumers want to see more Zinfandel on restaurant lists and by glass.
- Zinfandel's strongest food consumption situation was "with barbecue and grilling foods;" however more than half of the consumers interviewed said that Zinfandel "complements a wide variety of food."
- Wine enthusiasts and Zin buyers in particular are becoming attuned to the notion of terroir in wines. Half of all of the different groups interviewed said that "old vines produce better quality" and that quality and flavor depended on where Zinfandel was grown.
- Zinfandel producers are bullish on the Zin market, with over half expecting Zin sales to increase more than 5% and more than 25% expecting them to increase over 10% this year.

The Zinfandel Producer Survey studied opinions and methods of those who make Zinfandel and their concerns about the market. Responses from 222 wineries that produce Zinfandel were gathered and analyzed, representing about 35-45% of red Zin production in California and about 2/3 of red Zin over \$8 a bottle. Topics covered included types of varietals produced, size of winery and share represented by Zinfandel, Zin acreage owned, number of Zins produced, blending practices, ZAP membership, outlook on the Zin market and consumers, usage of designations such as old vine, appellations and vineyards, marketing practices and direct-to-consumer vs. distribution issues.

The Zinfandel Consumer Survey researched wine buying and drinking habits of core wine consumers generally, with Zinfandel fans and ZAP members broken out and analyzed separately. Among the topics covered were what distinguishes Zinfandel fans from other core wine

consumers, perceptions of Zinfandel vs. other varietals, Zinfandel with food and awareness of old vines and vineyard-designated wines.

Viisit 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, more than 5,000 advocate-members and 50 associate members.

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