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ZAP ANNOUNCES NEW BOARD AND OFFICERS Preparations underway for a busy 2011-2012

Rough & Ready CA, August 2011----Zinfandel Advocates & Producers has announced its new Board of Directors for 2011-2013. The new President is Robert Biale of Robert Biale Vineyards (Napa); the Vice President is Mark Vernon of Ridge Vineyards (Bay Area); Secretary is Chris Leamy of Terra d'Oro Winery (Sierra Foothills) and Treasurer is John Hanhauser of Virgil's Vineyard (Napa). Biale serves from July 1, 2011 through June 30, 2012.

"I am proud and honored to again serve as President of Zinfandel Advocates and Producers. For me, Zinfandel is really all about tradition—not only a family tradition, but a great Californian and American tradition," says Bob Biale. "For decades now, modern American wine production and marketing has focused on emulating and comparing our products to those of other countries: isn't it nice to know that Zinfandel gets us back in touch with our roots and that we have something of our very own to celebrate? As we delve into our third decade of ZAP's mission of Zinfandel education and appreciation, please join me in a toast to the pleasures of sharing Zinfandel with family, lovers, partners, and friends, and preserving our American wine tradition for generations to come," he adds. Biale served as President in 2001. "As President, I'll be able to support long-standing ZAP programs such as The Heritage Vineyard and in general enhance ZAP's educational mission," he added.

The Board of Directors consists of ZAP members who represent the diverse Zinfandel growing regions: from July 2011 through June 2013, the Board consists of Josh Beckett – Central Coast (Peachy Canyon Winery), Robert Biale – Napa Valley (Robert Biale Vineyards), Jonathan Lachs – Sierra Foothills (Cedarville Vineyards), Erin Cline – At Large (Three Wine Company), Duane Dappen – Napa Valley (D-Cubed Cellars), John Hanhauser – At Large (Virgil's Vineyard), Tim Holdener – Central Valley (Macchia), Kent Knight – At Large (Advocate), Chris Leamy – At Large (Terra d'Oro Winery), Joel Peterson – Sonoma (Ravenswood), Mark Vernon – Northern Sonoma (Ridge Vineyards), Kent Rosenblum – Bay Area (Rosenblum Cellars), Bernie Scarinzi – At Large (Advocate), Peter Seghesio – Northern Sonoma (Seghesio Family Vineyards), Miro Tcholakov – Northern Sonoma (Trentadue), Rich Parducci – Mendocino/Lake (McNab Ridge Winery), Marisa Manna – At Large (Sbragia) and Bruce Walker – At Large (Starry Night Winery).

The Board is directing an array of programs for 2011-2012, including the 21st Annual Zinfandel Advocates & Producers Festival on January 26-28, 2012 in San Francisco: details about the Festival are updated regularly at www.zinfandel.org. Tickets will go on sale through the website in October, 2011; the Festival consists of Epicuria: Food and Zin Pairings on January 26; Flights: Forums of Flavors on January 27; Winemakers'

Dinner: Viva Las Vegas on January 27 and The Grand Tasting: From A to Zin on January 28. This is the world's largest single varietal tasting!

ZAP's other initiatives include the wine industry's first varietally-based social networking platform----www.Zinworld.org, where members can build their own mini-websites, assemble itineraries for visiting Zinfandel member wineries and communicate extensively amongst each other.

ZAP also conducts an annual Zinfandel Grand Tasting Tour to various cities across the country; coming up in 2012 will be Seattle.

ZAP also organizes an annual cruise; this year the cruise will visit New Zealand and Australia, sailing February 7-22, 2012.

Past Board Presidents are Duane Dappen (D-Cubed), Bruce Walker (Starry Night Winery), Justin Boeger (Boeger Winery), Julie Johnson (Tres Sabores), Dr. J. Bernard Seps (Storybook Mountain Vineyards), Kent Rosenblum (Rosenblum Cellars), Joel Peterson (Ravenswood), Doug Beckett (Peachy Canyon Winery), Katie Quinn (Amador Foothill Winery), Robert Biale (Robert Biale Vineyards), Grady Wann, Donn Reisen (Ridge Vineyards).

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 250 winery-members, more than 3,000 advocate-members and 100 associate members.

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