

**ZIN IS IN! Bill Designating Zinfandel as California's Historic Wine Passes
State Legislature
Now Awaits Governor's Signature**

Sacramento, California, August 11, 2006----SB 1253, designating Zinfandel as "California's Historic Wine," passed the Assembly 45-20 on August 10 and now awaits Governor Arnold Schwarzenegger's signature to become law.

Zinfandel Advocates & Producers (ZAP) congratulates author Senator Carole Migden (D-San Francisco) on the bill's passage. While ZAP, a non-profit educational organization was not involved in the introduction of the bill, it is extremely pleased by the Legislature's actions.

"It's unprecedented that a state legislature would recognize wine and celebrate the agricultural foundation that produces it," commented Zinfandel vintner Julie Johnson (of Tres Sabores in Napa), ZAP's immediate past Board President. "Yes, we're incredibly proud that it's Zinfandel and the move to address the role of our beverage of choice in our culture is just incredible. We are all proud of Zinfandel's great past and now look forward to an equally robust and fruity future," she added.

"This has been a 'zin-fully' fun bill because it honors Zinfandel's important contribution to our state's history, brings recognition to one of our most important industries and uncorks the esprit-de-corps of Californians everywhere," explained Senator Migden. "Now we know there's at least one thing that Democrats and Republicans can come together over—wine! What could be more Californian than that?" She explained that her reasons for introducing the bill included Zinfandel's long and prominent role in helping establish California's wine trade, the grape's knack for adapting to virtually every viticultural region in the state, and that the fruit yields a "darn good bottle" for \$20. Some people who think more highly of other wine grape varieties object to the bill, she acknowledged, but the point of her effort isn't just to recognize Zinfandel's place in state history, but to draw attention to California's entire wine trade "in a fun and lively way."

"Californians have been marking celebrations and deriving pleasure from Zinfandel since the earliest days of statehood, adds Donn Reisen (of Ridge Vineyards in Cupertino). "How fitting that Zinfandel's role in California's cultural and economic past is being recognized by the state legislature as California's historic wine."

On August 8, ZAP organized a tribute to California Zinfandel for members of the legislature, which took place at the Capitol. This event was sponsored by Sen. Migden and co-sponsored by Assembly Members Noreen Evans (D-Santa Rosa) and Alan Nakanishi (R-Lodi). Wineries participating were Alex Sotelo Cellars, Alexander Valley Vineyards, Amador Foothill Winery, Atelier Winery, Boeger Winery, Bogle Winery, Brutocao Cellars, C.G. Di Arie Vineyard & Winery, Carlisle Winery, Charles Spinetta Winery, Cline Cellars, Cloud 9 Winery, Crystal Basin Cellars, D-Cubed Cellars, Edmeades Winery, Frank Family Vineyards, Gnarly Head Cellars, Graeser Winery, Kenwood Vineyards, Macchia, Montevina Winery, Moss Creek Winery, Napa Cellars, Peachy Canyon Winery, Pedroncelli Winery, Perry Creek Vineyards, Ravenswood, Renwood Winery, Ridge Vineyards, Robert Biale Vineyards, Rosenblum Cellars, Scott Harvey Wines, Seghesio

Family Vineyards, Spenker Winery, Starry Night Winery, Storybook Mountain Vineyards, Tres Sabores, Valdez Family Winery, Vina Robles Winery and Welsh Stewart Wines.

Zinfandel Advocates & Producers (ZAP) encourages people to write the Governor with their support of the bill: this can be done by logging on to <http://www.govmail.ca.gov/> or snail-mailing him (Governor Arnold Schwarzenegger, State Capitol Building, Sacramento, CA 95814) or faxing 916/445-4633.

Other ZAP news: VIVA Zinfandel! The 16th Annual Zinfandel Advocates & Producers Festival will take place January 24-27, 2007 at Fort Mason Center in San Francisco, California. Tickets and more details are available from www.zinfandel.org or by calling 530/274-4900.

The specific events making up the Festival:

January 24: *Flights: A Showcase of California Zinfandels*, a day of panel discussions and tastings led by Zinfandel winemakers and experts.

January 25: *Good Eats & Zinfandel* at Herbst Pavilion at Fort Mason Center in San Francisco, a lively walk-around food and wine tasting which pairs Zinfandel wineries with restaurants.

January 26: *Evening with the Winemakers Benefit Auction and Dinner* at the Festival Pavilion at Fort Mason.

January 27: *The 16th Annual Zinfandel Advocates & Producers Tasting* at the Festival and Herbst Pavilions at Fort Mason Center in San Francisco. A limited number of tickets will be available for purchase at the door. There will be a separate trade tasting in the morning. The 16th Annual Tasting will welcome approximately 300 Zinfandel wineries and Zinfandel enthusiasts to Ft. Mason. Wines to be tasted will be primarily the 2004 vintage as well as 2005 barrel samples. The Tasting is the only place where Zin aficionados can purchase the Heritage Vineyard Zinfandel; in 2007 the 2004 vintage will be available (made by Kent Rosenblum of Rosenblum Cellars).

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

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