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www.zinfandel.org, www.zinworld.org

HAWAII COMES TO ZAP FOR 19TH ANNUAL ZAP FESTIVAL 2010 *Zin in Paradise* features celebrity chef Beverly Gannon

Rough & Ready CA, July 2009----Chef Beverly Gannon, one of the founders of “Hawaiian regional cuisine” and the proprietor of Maui’s world famous Hali’imaile General Store will ‘headline’ The 19th Annual Zinfandel Advocates & Producers Festival taking place January 28-30, 2010, in San Francisco. The accomplished chef and cookbook author is probably the most well-known chef in Hawaii. Chef Bev has won accolades and awards from magazines and organizations not only across Hawaii but internationally as well. She was a James Beard nominee for Best Chef in 2004 and has been voted “Best Chef in Hawaii” numerous times. She is also the Consulting Chef for Hawaiian Airlines. A world traveler with a keen palate and a genius for ingredient combinations, the Festival’s attendees are sure to be entertained with the warmth of aloha that Chef Bev has embraced throughout her career.

“I’m a big fan of California Zinfandel and look forward to being a part of the Festival,” says Chef Gannon. “The worlds of great wine and great food have been fusing for some time, so ZAP’s *Zin in Paradise* theme gives me the chance to expand the boundaries of Hawaiian cuisine with the pairing of world-class Zinfandels,” Ms. Gannon explains. Chef Gannon will also present her new cookbook at the Festival, *Home Style Meals at The Hali’imaile General Store*.

The ZAP Festival will include more than 250 Zinfandel-specialist wineries from all across California pouring their barrel samples and new releases for over 10,000 enthusiasts during three days at four separate events. Among the Festival events where Ms. Gannon will be showcased is Good Eats & Zinfandel Pairing, taking place on Thursday, January 28. Chef Gannon will prepare a signature Hawaiian dish that is certain to surprise expectations. ZAP’s fundraising event, *Evening with the Winemakers*, will showcase a “Hawaiian regional cuisine” dinner menu developed by Chef Gannon. Details on her participation at the Festival events will be updated regularly at www.zinfandel.org.

"The last few years at Good Eats & Zinfandel (our annual Zinfandel and food pairing with some of the best chefs in the country), we've seen a really remarkable development in the wide range of innovative food pairings with a new generation of outstanding Zinfandels that continue to break the rules and set new standards. Chef Gannon has been a driving force in culinary frontiers and we are thrilled she will be adding her distinctive expertise to our Festival events," adds John Hanhauser, ZAP Board Treasurer and Auction co-chair.

“The world of Zinfandel is full of surprises and out-of-the-box thinking,” says Rebecca Robinson, ZAP’s Executive Director. “Since Zinfandel lovers are always looking for new adventures, we anticipate that Chef Gannon’s headlining the Festival will energize wineries and attendees alike,” Ms. Robinson adds.

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More about Ms. Gannon: bevgannonrestaurants.com

Continuing updates on events as well as ticket purchasing at www.zinfandel.org

Visit zinfandel.org, zinworld.org to join in the enormous online world of Zinfandel lore and socializing or join that conversation at Twitter (<http://twitter.com/ZinfandelOrg>), Facebook ([Facebook/ZAP-Zinfandel](https://www.facebook.com/ZAP-Zinfandel)).

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.

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