

17th ANNUAL ZAP FESTIVAL JANUARY 23-26, 2008

Rough & Ready CA, summer 2007---The 17th Annual Zinfandel Advocates & Producers Festival will take place January 23-26, 2008 in San Francisco. Details will be updated regularly at www.zinfandel.org. Tickets are on sale at www.zinfandel.org.

Flights: A Showcase of California Zinfandels, an afternoon of seated tastings and panel discussions, will take place on Wednesday, January 23 from 2:00 until 6:00 p.m. Ticket prices are \$100 per person for ZAP members and \$130 per person for non-ZAP members. Panelists are Prof. Jim Wolpert (UC Davis Department of Viticulture & Enology), historian Charles Sullivan, Rayne Green, a researcher at The Smithsonian in Washington and Mike Dunne, Sacramento Bee wine & food editor. The event concludes with a walk-around Rare Zinfandel Tasting and reception, featuring 38 Zinfandels from all of California's growing regions. Flights takes place at Smith Hall Building, City College of San Francisco, Culinary Arts & Hospitality Studies Program, Ocean Avenue Campus, 50 Phelan Avenue, San Francisco (94112, 415/239-3000, easy free parking nearby). The City College of San Francisco Culinary Arts & Hospitality Studies program will be providing unusual and tasty foods to enjoy during the sessions and at the concluding reception.

Flights includes two tasting sessions: Session 1 is *The History, Mystery and Magic of California's Oldest Vineyards: A tasting of Zinfandels from Vineyards 100 years old--or older!* and Session 2 is *Deconstructing Zin--Component Tasting*. Complete details can be found at <http://www.zinfandel.org/festival/default.asp?cid=1&n1=8>

Tickets are sold only in advance and not at the door. Partial proceeds of this event will contribute to a scholarship fund ZAP has established through the Heritage Projects to support and expand the wine courses taught at City College and to aid students interested in enology, wine service and wine education.

Good Eats, a 'dine-around' extravaganza, where Zinfandel producers team up with restaurants and purveyors to offer fine-tuned food-wine 'marriages,' will take place on Thursday, January 24 from 6:00 to 9:00 p.m. at Herbst Pavilion (Ft. Mason Center, San Francisco 94123, 415/441-3400). Ticket prices for members are \$95 and \$125 for non-members. This is a signature event at the annual ZAP Festival, often called 'a foodie's dream come true,' where you spend the evening talking to Zinfandel producers and respected chefs as you taste wine-and-food combinations

very meticulously chosen to provide the maximum amount of pleasure. Tickets are sold only in advance and not at the door. There is some limited seating, but this is a walkaround event. There is limited parking at Ft. Mason Center (first hour is free; a maximum charge of \$8/car). complete details can be found at <http://www.zinfandel.org/festival/default.asp?cid=1&n1=9>):

Evening with the Winemakers, a Live Auction & Dinner benefiting The Heritage Vineyard Projects, takes place on Friday, January 25 at The Westin St. Francis Hotel (on Union Square, 335 Powell Street, San Francisco 94102, 415/397-7000). Ticket prices are \$210 for ZAP members and \$260 for non-members. There is also a VIP ticket for Evening with the Winemakers at \$350 per person. The Pre-Dinner Tasting and Reception starts at 5:00 p.m.; the Live Auction and dinner at 6:15 p.m. Tickets must be purchased in advance. This will be the first place to taste the 2006 Heritage Vineyard Zinfandel, not to mention meeting winemakers and winery owners who will be pouring their Zinfandels during the evening. The live auction will include approximately 25 one-of-a-kind Zinfandel Experiences and incredible packages---regularly updated at <http://www.zinfandel.org/festival/default.asp?cid=1&n1=14&n2=0>

The lots include:

- * El Gigante - The 3 R's Go Really Big; a 27-liter bottle jointly made by Ravenswood, Ridge Vineyards and Rosenblum Cellars
- * The Ultimate Taco Truck Fiesta for 15; a Mexican fiesta for 15 taking place at Chase Family Cellars' vineyard in St. Helena
- * a vertical of Ravenswood beginning with the 1976 vintage
- * weekends in Napa, Paso Robles, Sonoma, Gold Country, Mendocino, Cabo San Lucas, Las Vegas hosted by various Zinfandel vintners
- * a collection of 36 bottles of old vine Zinfandels from all over California
- * a walking tour of the Rutherford bench concluding with a vineyard feast arranged by Elyse Winery, Rubicon Estate and Tres Sabores
- * a collection of 5 3L bottles hand painted by artists Jan Kasprzycki, Tracy Taylor, Don Cadoret, Layla Fanucci, Jerianne Van Dijk, Penny Gerbode; the wines within are Zinfandels from Vineyards, Peachy Canyon Winery, Mara Winery, Charter Oak Winery, Starry Night Winery
- * a 15L (Nebuchadnezzar) of 2005 Heritage Zinfandel.

The 17th Annual Zinfandel Advocates & Producers Tasting will take place Saturday January 26 at the Herbst and Festival Pavilions at Ft. Mason Center (Marina Blvd. at Buchanan, San Francisco, 94123, 415/441-3400). Between 260 and 275 wineries will pour their Zinfandels, highlighting the

2006 vintage, as well as barrel samples and new releases of other vintages. The complete list of participating wineries:

<http://www.zinfandel.org/festival/default.asp?cid=1&n1=11>

The trade and media portion of the tasting is 10:00 a.m. until 1:00 p.m.; the public is welcome from 2:00 until 5:00 p.m. New this year is that ZAP members can enter at 1:00 p.m. A silent auction benefiting The Heritage Vineyard Projects will take place from 10:00 until 4:00. Tickets are \$49 for ZAP members, \$59 for non members and \$69 at the door on the day of the event. The program for this Tasting is the most comprehensive listing of Zinfandel wineries anywhere. You receive a commemorative ZAP-logo'd glass (and your own baguette) when you enter the tasting. Wineries are arranged in alphabetical order, divided between the two buildings. There are ample supplies of cheeses, fruit and water throughout the event. There is limited parking at Ft. Mason. Last year an estimated 9,000 people attended the four events making up The 16th Anniversary Zinfandel Advocates & Producers Festival. Zinfandel Advocates & Producers has been told that this is the biggest single varietal (wine) event in the world and possibly also the largest single-varietal single-day wine event worldwide.

The Tasting is the only place where Zin aficionados can purchase the Heritage Vineyard Zinfandel; in 2008 the 2005 vintage (made by William Knuttel of Dry Creek Vineyard & Ottimino) will be available.

Visit www.zinfandel.org to join ZAP, research Zinfandel and more! Zinfandel Advocates and Producers (ZAP) is a non-profit 501(c)(3) organization, dedicated to advancing public knowledge of and appreciation for American Zinfandel and its unique place in our culture and history. Contributions, grants and gifts are tax deductible to the extent allowed by law and provide support for our research and educational programs. ZAP's federal tax ID is 94-3151462.

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.