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FOR IMMEDIATE RELEASE

ZAP CELEBRATES 20 YEARS OF ZINSPIRATION

The World's Largest Zinfandel Wine Festival takes place January 27-29, 2011

Rough & Ready, CA, October 4, 2010, The 20th Annual Zinfandel Advocates & Producers Wine Festival will take place January 27-29, 2011, in San Francisco. This annual celebration of America's Heritage Wine will make a major splash with wine lovers worldwide.

The 20th Anniversary ZAP Festival consists of four events in three days, showcasing approximately 250 wineries, pouring their barrel samples and new releases, together with educational seminars, culinary demonstrations and decadent food pairings. The ZAP Festival is the most comprehensive showing of Zinfandel wines in the world.

Main Festival Events:

- Thursday January 27, 2011: "Good Eats and Zinfandel Pairing," Fort Mason Center, San Francisco: 6:00 to 9:00pm. Foodies rejoice! Enjoy delectable pairings from 50 restaurants and 50 wineries. **Cost:** \$140 public/\$100 members
- Friday January 28, 2011: "Flights! Stories From The Vineyard" Zinspiration Series. *This event includes a rare guided tasting of Zinfandel flights.* The Westin St. Francis Hotel, Union Square, 10:30 am to 1:00pm. **Cost:** \$65 public/\$40 members
- Friday January 28, 2011: "Evening with the Winemakers," The Westin St. Francis Hotel, Union Square, 5:00 to 10:00pm. Dine with the winemakers and vintners who craft the remarkable wines presented at this opulent benefit auction and gourmet dinner high atop San Francisco. **Cost:** \$225 includes membership
- Saturday, January 29, 2011: "Grand Zinfandel Tasting & Silent Auction", Fort Mason Center, San Francisco, 2:00 to 5:00pm public tasting. More than 250 wineries showcase their latest releases, barrel tastings, blends and rare collections of Zinfandel. A selection of artisanal cheese and nibbles will be included. All attendees receive a commemorative wine glass. **Cost:** \$70/\$60 members (includes 1 hour early admission)

ZAP supports research and scholarships, and this year will inaugurate a new beneficiary: The American Heart Association/Stroke Association. Tickets are now on sale! Visit **Zinfandel.org** for tickets and event details. Become a ZAP member (\$44) and enjoy exclusive benefits and member savings!

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ABOUT ZAP

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 275 winery-members, 4,000 advocate members and 100 associate members.

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ZAP has selected The American Heart Association/American Stroke Association as its 2011 charity of choice. A portion of the proceeds of festival ticket sales and auctions will benefit The American Heart Association/American Stroke Association.

ABOUT THE AMERICAN HEART ASSOCIATION

The American Heart Association is the nation's largest voluntary health organization dedicated to building healthier lives, free of heart disease and stroke. These diseases, America's No. 1 and No. 3 killers, and all other cardiovascular diseases claim nearly 950,000 lives a year.

To learn more, call 1-800-AHA-USA1 or visit americanheart.org.



2011 ZAP FESTIVAL PARTICIPATING WINERIES:

(As of 10/01/2010. This list is building.)

Accademia dei Racemi
Acorn Winery / Alegria Vineyards
Alderbrook Winery
Alexander Valley Vineyards
Amphora Winery
Ancient Peaks
Artezin Wines
B.R. Cohn Winery
Ballentine Vineyards
Barefoot Cellars
Barefoot Cellars '2'
Bartholomew Park Winery
Bella Vineyards & Wine Caves
Benessere
Bogle Winery
Brown Estate Vineyards
Brutocao Cellars
Cakebread Cellars
Calcareous Vineyard
Candor / Hope Family Wines
Carol Shelton Wines
Cedarville Vineyard
Cellar No 8
Charter Oak Winery
Chateau Montelena Winery
Chatom Vineyards
Chiarello Family Vineyards
Claudia Springs Winery
Cline Cellars
Dancing Bull
Dancing Lady Wines
D-Cubed Cellars
Deep Purple Winery
Del Carlo Winery
DeLoach Vineyards
Dendor Patton
Dogwood Cellars
Dono dal Cielo Vineyard
Dry Creek Vineyard
Easton Wines
Edmeades Winery
Fields Family Wines



Fontanella Family Winery
Four Vines Winery
Frank Family Vineyards
Gamba Vineyards and Winery
Guglielmo Winery
Gundlach Bundschu Winery
HaGafen Cellars
Harney Lane Winery
Hartford Family Winery
Hendry
Hunt Cellars
Ironstone Vineyards
J Dusi Wines
J. Keverson Winery
J. Rickards Winery & Vineyards
Kenwood Vineyards/Heck Estates
Klinker Brick Winery
Kokomo Winery
Lake Sonoma Winery/Heck Estates
Lava Cap Winery
Leonhardt Vineyards
m2 Wines
Macchia
Mantra Wines
Manzanita Creek / Salerno Healdsburg Estate Winery
Marr Cellars
Matrix Winery
Mauritson Family Winery
Mazzocco Winery
McCay Cellars
McNab Ridge Winery
Michael-David Winery
Mike and Molly Hendry Wine Co.
Miraflores Winery
Mounts Family Winery
Murphy-Goode - Artisans & Estates
Novy Family Wines
Oak Ridge Winery
Orin Swift Cellars
Outpost Estate Wines
Peachy Canyon Winery
Perry Creek Winery
Pezzi King Vineyards
Proulx
R & B Cellars



Rancho Zabaco Winery
Ravenswood
Ravenswood Quarry
Renwood Winery
Ridge Lytton Springs
Ridge Vineyards
Robert Biale Vineyards
Rockwall Wine Company, Inc.
Rombauer Vineyards
Rosenblum Cellars
Rusina Wines
Saddleback Cellars
Sausal Winery
Sbragia Family Vineyards
Scott Harvey Wines
Sebastiani Vineyards
Seghesio Family Vineyards
Selby Winery
Sextant Wines
Simoncini Winery
Sledgehammer
Sobon Estate
Spencer Winery
St. Amant Winery
St. Francis Winery & Vineyard
Steele Wines
Stephen & Walker Winery
Stonehedge Winery
Terra d'Oro - Trinchero Family Estates
The Federalist
Three Wine Company
Trentadue Winery
Tres Sabores
Valley of the Moon Winery/Heck Estates
Villa Toscano Winery
Virgil's Vineyard
Wilson Winery & Vineyards
XYZin
Zina Hyde Cunningham Winery
ZinAlley Winery
Zynthesis Cellars - Wheelhouse Wine Cellars