

For immediate release

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ZAP is on the Move! Zin in the City Tour Visits
New York City, Kansas City, St. Louis, Denver & Houston

April 22 – 29, 2004

California, March 2004—Over 50 leading Zinfandel Advocates & Producers (ZAP) member wineries will share their zeal for Zinfandel when they pour their new releases for the public and wine trade in five cities beginning in New York on April 22. Attendees will have the chance to meet and chat first-hand with the winemakers and taste exceptional examples of this easy to enjoy wine which is perfect for what's on the BBQ this spring—whatever that may be!

“This is an incredibly diverse and dedicated group of Zinfandel producers, from some of the oldest and largest to the relatively new and smallest,” explains Donn Reisen, President of ZAP and Ridge Vineyards. “Knowing that our many members and Zinfandel fans from across the country are not able to attend our annual Zinfandel Festival which brings over 10,000 enthusiasts to San Francisco each January, ten years ago, ZAP began to hit the road to recreate the phenomenon,” Reisen adds.

The Zin in the City Tour exclusively showcases Zinfandel—*America's Heritage wine*, developed and perfected in California in the 1800s. Zinfandel has a long and storied past and a bright and exciting future. “These tastings offer the chance for wine lovers of all types to discover an outstanding range of styles and flavors of Zinfandels from the many growing regions in California. Not only that, they can become one with Zin by joining ZAP,” notes Rebecca Robinson, Executive Director of ZAP. “Anyone who shares our passion and interest in Zinfandel is encouraged to attend the tastings. If they decide to join, ZAP members receive discounts on tickets, t-shirts and other benefits,” she explains.

In each city, a trade reception will be held 3:00-5:00 p.m. (must RSVP in advance) and the consumer tasting 6:00-8:00 p.m. Tickets will be sold in advance until the day before each event. Tickets can be ordered online at <<http://www.zinfandel.org/>>www.zinfandel.org for \$34.00 for ZAP members and \$44.00 for the public. If tickets are ordered by mail, ZAP member tickets are \$30.00 and public are \$40.00; at the door tickets will be \$45.00.

ZAP is a non-profit organization dedicated to advancing public knowledge of and appreciation for American Zinfandel and its unique place in our culture and

history. For more information call 530-274-4900 or visit
<<http://www.zinfandel.org/>>www.zinfandel.org.

WHERE & WHEN:

April 22, New York City: 200 Fifth Club, 200 Fifth Ave. (between 23rd & 24th Streets)

April 26, Kansas City, Missouri: Union Station, 30 West Pershing Road

April 27, St. Louis, Missouri: The Millennium Hotel, 200 S. Fourth Street

April 28, Denver, Colorado: Marriott Denver City Center Hotel, 1701 California Street

April 29, Houston: The InterContinental Hotel, 2222 West Loop South.

WINERIES POURING THEIR ZINFANDELS (As of 3/11/04)

Abundance Vineyards

Alexander Valley Vineyards

Amador Foothill Winery

Ballentine Vineyards

Barefoot Cellars

Bella Vineyards

Bradford Mountain Winery

Campus Oaks

Carol Shelton Wines

Cedarville Vineyard

Clayton Vineyard

Cline Cellars

Clos LaChance Winery

Cosentino Winery

Coturri Winery

Easton Wines

Ehlers Estate

Fife Vineyards

Four Vines Winery

Fritz Winery

Graziano Family

Hendry

Howell Mountain Vineyards

Mara Winery

Mariah

Meeker Vineyard

Michael-David Vineyards

Montevina Winery

Murphy - Goode Estate Winery

Niebaum-Coppola Estate Winery

Norman Vineyards

Opolo Vineyards

Peachy Canyon Winery

Pedroncelli Winery

Perry Creek Vineyards
Pezzi King Winery
Quivira Estate Vineyards & Winery
Rancho Zabaco Winery
Ravenswood
Renwood Winery
Ridge Vineyards
Robert Biale Vineyards
Robert Rue Vineyard
Rodney Strong Vineyards
Rosenblum Cellars
Saucelito Canyon Vineyard
Seghesio Family Vineyards
Sineann
Spelletich Cellars
Spenker Winery
Starry Night Winery
Steele Wines
Storybook Mountain Vineyards
Tin Barn Vineyards
Trentadue Winery
Tres Sabores
Trinitas Cellars.

The Association of Zinfandel Advocates & Producers' membership includes over 300 winery-members, 6,000 advocate-members (consumers) and 50 associate members. 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. The common focus is the preservation and recognition of Zinfandel as America's heritage wine. ZAP supports research and education about and into Zinfandel, including the Heritage Vineyard (under the direction of the Department of Viticulture & Enology, University of California, Davis, and the evaluation of Sierra Nevada Zinfandel selections (under the direction of UC Cooperative Extension). Join ZAP now either online at <<http://www.zinfandel.org/>>www.zinfandel.org or by contacting P.O.B. 1487, Rough & Ready, CA 95975, telephone 530/274-4900.

HERITAGE VINEYARD: The Zinfandel Heritage vineyard, at UC Davis' Viticultural Research Station in Oakville (Napa Valley), is an unusual and unprecedented collection of rare Zinfandel vine cuttings from all over California. Established in 1995 by a research team from UC Davis' Viticulture & Enology Department, the one-acre vineyard includes a total of 90 selections from 14 counties in California. The goal of the Heritage Vineyard is to "help discover answers to some of the mysteries surrounding Zinfandel and to preserve the special qualities of the old vines for future generations," according to Prof. James Wolpert, the Chairman of the Department. Zinfandel Advocates and Producers (ZAP) has donated a total of approximately \$175,000 to the Heritage Vineyard

since 1998, possibly the largest grant coming from an independent organization focused on one specific wine-grape varietal. Zinfandel Advocates & Producers oversees the production of wine from this unusual vineyard: "The Heritage Vineyard brings us all together as scientists, historians, farmers and artists," says Rebecca Robinson of ZAP.

THE ZAP FESTIVAL:

Over 10,000 people attended the four events comprising the 13th Annual Zinfandel Advocates & Producers Festival in northern California January 21-24, 2004. Two hundred seventy four wineries poured 2001 and 2002 vintage Zinfandels at the Festival's Tasting; 36 wineries and 36 restaurants teamed up for "Good Eats & Zinfandel;" "Flights" was a series of panelists and tastings from all of California's Zinfandel-growing regions; "Elegant Evening With The Winemakers" offered an elegant feast at The Mark Hopkins InterContinental Hotel and live auction (the top lots were a trip to Tuscany (for \$8,000) and a four-way tie between trips to Zinfandel regions and "Really Big Zin," a 27-liter bottle (for which there is no name), a blend of the signature wines of Ridge, Rosenblum and Ravenswood (from the Monte Rosso, Geyserville, Rockpile Vineyards), which came with its own hand truck.

2005: The 14th Annual Zinfandel Advocates & Producers Festival will take place January 26-29, 2005 in Northern California.

2004 ZINFANDEL DAYS are celebrations of Zinfandel based at producer-member wineries across the state. More details available at <http://www.zinfandel.org/>

SIERRA FOOTHILLS Zinfandel wineries have organized a Sierra Foothills Flights tasting and seminar on July 17. More info at <http://www.zinfandel.org/>

ZINFANDEL RECIPES created by chef Mark Dommen (Spiced Zinfandel & Fig Compote and Zinfandel Chocolate Truffles) are now available at the website, <http://www.zinfandel.org/>

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