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**ZINFANDEL ADVOCATES & PRODUCERS (ZAP) ANNOUNCES ZinEX 2018
AND LIVE COVERAGE AT GRAND TASTING**
*The Three-Day Event Devoted Entirely to Zinfandel is taking place January 18-20, 2018,
at three stunning San Francisco locations.*

San Francisco, CA, September 19, 2017 – Zinfandel Advocates & Producers (ZAP) today announced that Zinfandel Experience (ZinEX) 2018 will take place January 18-20, 2018. Tickets are now on sale. ZinEX is the only three-day event devoted entirely to Zinfandel and takes place in three stunning San Francisco locations: One Market, Bently Reserve and Pier 27.

“ZinEX brings winemakers and enthusiasts together to showcase Zinfandel’s classic character and diversity for any occasion, whether it’s with burgers, fine dining, or simply sipping with friends,” notes ZAP Vice President, Randle Johnson, Winemaker at Artezín. The weekend’s main event is Saturday’s Grand Tasting where attendees meet winemakers during the most comprehensive showing of Zinfandel’s and Zinfandel blends in the world. This ultimate tasting experience includes a selection of sumptuous samples from restaurants and winery chefs and opportunities to experience face-to-face tastings with celebrated winemakers. The spacious open floor plan and panoramic views of the bay create a perfect backdrop for getting to know Zinfandel.

For the first time, the Grand Tasting will feature ZinEX Live, media teams streaming live from Pier 27, capturing the Experience excitement as it’s happening. Real time social media coverage will showcase event highlights using #ZinEX—with prizes going to people who post the best photos and livestreams. Follow ZAP on Facebook (ZAP.org), Twitter (@TheZinfandelOrg) and Instagram (Zap.Zinfandel).

Leading up to the Grand Tasting are several showcase events including a Welcome Reception and Farm-To-Table dinner at One Market Restaurant on Thursday. On Friday, there is a seminar tasting featuring the personalities and science behind the flavors of Zinfandel and a Winemakers Auction and Dinner at Bently Reserve with auction proceeds benefitting ZAP’s programming and education to further Zinfandel awareness and heritage. Tickets are available to individual events, while VIP packages provide special access for an entire weekend of Zinfandel.

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Zinfandel Advocates & Producers (ZAP) announces ZinEX 2018 and Live Coverage at Grand Tasting (cont.)

“From first time guests to seasoned ZinEX attendees, everyone who comes to the Experience makes exciting wine discoveries,” said Rebecca Robinson, ZAP’s Executive Director. “The weekend offers rare opportunities to chat with winemakers who share their inspiring stories and insight into crafting the wines.”

Grand Tasting at Pier 27: Saturday, January 20, 2018

All-Day // 11:00 am – 5:00 pm

An all-day pass offers access to reserve, limited production wines that are not available to taste anywhere else at the events. This ultimate tasting experience includes an expanded selection of sumptuous samples from restaurants and winery chefs, the chance to socialize with friends, and connect with winemakers.

Cost: ZAP members \$150, public \$180.

Afternoon // 1:00 pm – 5:00 pm (for ZAP members), 2:00 pm – 5:00 pm (public)

The afternoon tasting highlights over 500 different wines poured by 120 Zinfandel producers. Throughout the tasting, you can meet many winemakers, some legends who helped make Zinfandel into California’s cult grape and today’s rising stars, who are carrying Zinfandel into the future.

Cost: ZAP members \$70, public \$80.

Meet the Maker Roundtables // 1:00 pm – 4:00 pm

This is speed dating for wine lovers. These short sessions provide guests and the winemaker an opportunity to get to know each other in a fun and informal setting. With only a handful of people seated around the table, the winemaker shares their wine and tells stories about how it was made. Guests are encouraged to ask questions and discover new ways to enjoy Zinfandel.

Cost: This experience is complimentary with ticket purchase. Onsite registration only.

Heritage Club Lounge // 1:00 pm – 5:00 pm

The Heritage Club Lounge is offered exclusively as a ZAP Heritage Club member benefit. The Lounge features winemakers dropping by throughout the day to socialize and pour samples of their highly-allocated Zinfandels. Guests relax, take in the view, and enjoy specially prepared nibbles and treats.

Cost: Complimentary for ZAP Heritage Club members.

ZAP Membership - Champion the most Important Wine Grape in America

ZAP membership opens the doors to a deeper connection to Zinfandel and celebrates America’s contribution to the world of fine wine. At local tasting rooms or wherever you go, membership to ZAP is a powerful statement of your connection with the varietal and its pioneering heritage. ZAP members enjoy event discounts and other benefits throughout the year. To sign up click [here](#).

To purchase tickets and for additional event pricing, please visit ZinfandelExperience.com.

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Zinfandel Advocates & Producers (ZAP) announces ZinEX 2018 and Live Coverage at Grand Tasting (cont.)

About Zinfandel Advocates & Producers (ZAP)

Created for Zin lovers by Zin lovers, Zinfandel Advocates & Producers (ZAP) is a non-profit 501(c)(3) association. ZAP is dedicated to advancing public knowledge and appreciation for American Zinfandel and its unique place in our culture and history. ZAP actively involves hundreds of wineries and thousands of enthusiasts. Together, ZAP is gaining a national and international understanding of Zinfandel as America's grape, serving as innovators and industry leaders in the world of wine. ZAP members enjoy benefits throughout the year including access to ZAP's Premier Winery Experience program. ZAP can be found online at Zinfandel.org and ZinEX can be found at ZinfandelExperience.com, on Facebook @ZAP.org and on Twitter @thezinfandelorg

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