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**ZINFANDEL ADVOCATES & PRODUCERS (ZAP) ANNOUNCES ZinEX 2019**

***Three-Day Event Entirely Devoted to Zinfandel is taking place January 17-19, 2019***

**San Francisco, CA, September 12, 2018** – Zinfandel Advocates & Producers (ZAP) will host Zinfandel Experience (ZinEX) 2019, January 17-19, 2019. Tickets are now on sale. ZinEX is the only three-day event devoted entirely to Zinfandel. It takes place in three stunning San Francisco locations including One Market, The Palace Hotel and Pier 27.

The weekend's main event is Saturday's Grand Tasting where attendees meet winemakers during the most comprehensive showing of Zinfandels and Zinfandel blends in the world. This ultimate tasting experience includes opportunities to experience face-to-face tastings with celebrated winemakers and partake in a selection of tastes from renowned restaurant and winery chefs. The panoramic views of the bay from Pier 27 create a perfect backdrop for an afternoon of getting to know Zinfandel.

"ZAP has raised appreciation of Zinfandel winemaking in California and ZinEX is now a tradition in its own right—the annual coming together of all those who value and celebrate Zinfandel and share in the vinous joy that it brings to the American table," says Dave Pramuk, Co-Founder of Robert Biale Vineyards. "Zinfandel is not only an ideal wine grape for California; it symbolizes our forefathers' immigrant heritage story. It's a hardy grape of uncertain origins that came from the old world, adapted to a new land, and went on to great success as the foundation of American winemaking—historically, the most planted wine grape in California. Robert Biale Vineyards and ZAP have grown up together and we look forward to telling our story and pouring our wines at ZinEX," he adds.

According to Ship Compliant, an alcohol beverage industry software company that supports interstate shipping, Zinfandel stole the direct-to-consumer show in 2017 shipments. ZAP will showcase the latest vintages, new producers and excitement around the increasingly popular (again) Zinfandel.

Leading up to the Grand Tasting, there are several trade and public events, where industry members will explore Zinfandel's place in the American wine and culinary landscape and where consumers taste and

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## **ZINFANDEL ADVOCATES & PRODUCERS (ZAP) ANNOUNCES ZinEX 2019 (page 2)**

learn the history of this uniquely American wine grape. Thursday includes a trade seminar and tasting, focused on the advancement of Zinfandel in American restaurants, followed the Opening Night Dinner at One Market Restaurant. On Friday, ZAP hosts a presentation and tasting featuring the personalities and stories behind the history of Zinfandel from around California and a Winemakers Auction and Dinner at The Palace Hotel. Tickets are available to individual events, while VIP packages provide special access for an entire weekend of Zinfandel.

### **PUBLIC EVENTS:**

#### **Thursday, January 17, 2019**

##### **Opening Night Dining at One Market Pavilion**

It's time to pop the corks! Winemakers will be on-hand to greet you with special offerings as we toast to reuniting with friends, relaxing and get re-acquainted in the stylish ambiance of One Market's Pavilion. Award-winning chef, Mark Dommen will showcase his innovative new American cuisine with a menu of exceptional flavors.

*Cost: ZAP Heritage members only \$199*

*Note: The bulk of this event is reserved for our VIP packages. Individual tickets will be extremely limited to Heritage members.*

#### **Friday, January 18, 2019**

##### **Flights!**

##### **The Palace Hotel**

Seated seminar-style tasting with themed flights for the true wine aficionado! Delve into the personalities and science behind the flavors of Zinfandel.

*Cost: ZAP members \$85, public \$99*

##### **Grape Gatsby Gala – Winemaker Auction & Dinner**

##### **Palace Hotel**

This evening kicks off with a silent auction of rare bottles and winery experiences as host winemakers pull corks on big bottles and cellar selections. Following you'll join your host for a magnificent dinner and raise your paddle for amazing packages during the live auction. Taking inspiration from our new host hotel, The Palace, we're elevating the experience with a Grape Gatsby themed evening. It's the biggest and most glamorous benefit of the year to support ZAP's educational programming.

*Cost: ZAP members only \$299*

#### **Saturday, January 19, 2019**

##### **Grand Tasting at Pier 27**

##### **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.*

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### **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 // Times Vary**

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 Lounge // 1:00 pm – 5:00 pm**

The Heritage Lounge is offered exclusively as a ZAP Heritage 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 members.*

### **ZAP Membership - Champion the most Important Wine Grape in America**

ZAP membership opens the doors to a deeper connection to Zinfandel. To learn more and sign up click [here](#).

To purchase tickets and for additional event pricing, please visit [ZinfandelExperience.com](#).

### **About Zinfandel Advocates & Producers (ZAP)**

Created for Zin lovers by Zin lovers, Zinfandel Advocates & Producers (ZAP) is a non-profit 501(c)(3) organization. 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 an innovator and industry leader 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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