

# ZIN EX



*The Social Zinstancing*  
**EXPERIENCE**

2021 VIP PACKAGE

# *The Social Zinstancing* EXPERIENCE

JANUARY 28, 29 & 30, 2021 • SAN FRANCISCO





Gathering together takes on a whole new look this ZinEX, but coming to celebrate Zinfandel has never been so meaningful. We've trimmed the events, but not the experience! Safety guidelines will lead the way. Taking place at luxurious and captivating venues, we're combining exquisite wine enchantments and delicious food delicacies. Our wineries are super excited to share their latest vintages, single vineyard offerings and special reserves with you. Your VIP package gives you complete access to each of these intimate experiences.

We hope you join us for these three days filled with delights galore, where

*the Zinfandel community unites.*



ZINEX 2021 IS SMALLER, BUT

# *Packed with Pizzazz*



## **PACKAGE INCLUDES**

Two nights lodging at the magnificent Palace Hotel\*

**Two tickets to the events:**

Reservations at Opening Night Dining  
*an Exclusive VIP event!*

Preferred seating at Winemakers Auction & Dinner  
with select winemakers

All day, continuous and unlimited access to The Tasting

## **PLUS**

Access to the Heritage Lounge at The Tasting

Roundtrip shuttle service to Saturday events

Heritage Club — Vintage Membership with Wine Amenity  
(3 bottles) of Heritage Vineyard

\*Optional additional nights at the hotel available at group rate

Thursday

# Opening Night Dining

## An Exclusive VIP Event at Select San Francisco Restaurants

The San Francisco food scene comes alive with these intimate and private winemaker dinners designed exclusively for our VIP guests. You'll choose your restaurant preference from such foodie favorites as Town Hall, Scoma's Restaurant, Farallon, Piperade, and One Market Restaurant\*. Each dining experience will present the culinary skills of venerable chefs with one or two winemakers joining each food odyssey, bringing plenty of Zinfandels to complement the meal. What a wonderful way to relax with new and old friends while zinstancing!

\*Restaurant menus will be available at the time you select your restaurant in October. Each menu is tailor-made for Zinfandel with such delectable choices as Andouille sausage gumbo, house-smoked St. Louis ribs, house-smoked prime rib, seasonal mushroom tartlet, New York steak, crab risotto, local crab bisque and so much more. Menu selections are subject to change. Book your VIP package early to guarantee your first choice. You're welcome to create your own small group when you make your restaurant selection.





Friday

# WINTER WINE WONDERLAND

## Winemakers Auction & Dinner at The Palace Hotel

Escape to a fairytale evening when we transform The Palace Hotel into a magical “frosty” dreamscape filled with twinkly lights, crystals, and snowflakes. You can dress in daring shades of vivid blues, lush purples and winter whites, or dazzle in sequins. The ladies will sparkle and gents will too! This enchanting snow globe world overflows with a bounty of Zinfandels to warm your heart — wines that are as singular as every snowflake.

As pleasing wine aromas fill the air with the sounds of merriment drifting, you’ll take your seat with your winemaker host and indulge in an extravagant dinner with a menu exquisitely prepared to match the Zinfandels. Escapades are sure to ensue during the Live Auction, with our auctioneer DawnMarie Kotsonis at the gavel, featuring one-of-a-kind prizes, unique wine bottles, getaway packages, and more, created exclusively for ZAP. And, be sure to take a spin and “wager” for your chance to capture coveted super-silent auction packages. Indulge in this dreamy land of delights at our most glamorous benefit of the year to support ZAP’s programming!

Saturday

# The Tasting

## Our 29 1/2 Anniversary at One Market Pavilion

The new location this year for our beloved event is One Market Pavilion and Restaurant, a short walk from the Palace Hotel, straight down Market Street, across from the Ferry Building. A landmark on the food scene, One Market combines farm-to-table concepts with culinary precision, impeccable service and an incomparable ambiance. The tasting Pavilion is light, bright and spacious with a dramatic 200 foot atrium glass ceiling. Your VIP all-day, all access expedition will showcase 50 participating wineries and delectable culinary creations. You'll meet accomplished winemakers—legends who have helped make Zinfandel California's cult grape and the rising stars carrying Zinfandel into the future. There will likely be segmented tasting times, one way traffic, limits at tables, with a maximum total number of people for each segment—a new intimate tasting experience is born! With safety guidelines dictating what we can do, the unprecedented possibilities have us creating social zinstancing to be revealed in the coming months. This reimaged tasting is a bit mystery and imagination, but we do know one thing for sure—it's going to be fun!

### Heritage Lounge and More

In addition to enjoying the Pavilion tasting, Chef Mark Dommen and his unrivaled team are throwing open the restaurant doors for us to create special Heritage Club exclusives and roam the entire place. You'll relax and taste highly-allocated Zinfandels, nibbles and treats. Winemakers will be scheduled to appear throughout the day, so you can *meet the makers* and sample their wines. Who knows, a seminar or cooking demonstration may be in the cards as well!







# *The Palace Hotel*

Our host hotel, located in downtown San Francisco on Market Street, The Palace Hotel, harkens back to a bygone era of opulence and romance. It's an icon unveiled. Your luxury accommodations, featuring original architecture and authentic elements are paired with brilliant, modern décor. The spaces are filled with light, color and warmth. It's a look that is rich, stylish and absolutely gorgeous.



# 2021 VIP Package for 2 starting at \$2,795

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SAN FRANCISCO

**CALL TO BOOK  
YOUR PACKAGE!**

530.274.4900

[Click Here For A Complete List Of Pricing And Options](#)

## *Heritage Club Vintage Membership Included*

An annual membership in the Heritage Club is included with your VIP package, giving you access to behind-the-scenes opportunities at wineries, member discounts and the chance to build personal relationships with renowned winemakers and growers. Heritage Club members at ZinEX can enjoy the Opening Night Dining event, as well as entrance for two into The Tasting Heritage Lounge.

## *Upgrade*

As you review the VIP package, we invite you to consider supporting ZAP through membership in our Ambassador Circle, where you join a select group of ZAP members and become a partner with us in our quest. ZAP Reserve and Imperial members are handsomely rewarded for their amplified support of Zinfandel with two additional tickets to The Tasting and the Heritage Lounge, and entrance to the ZinEX Trade Tasting. Ambassador Circle members are personally recognized by ZAP's Board of Directors as leading champions of America's heritage grape. Please contact the ZAP office for additional information.



ZAP is dedicated to advancing public knowledge and appreciation for American Zinfandel and its unique place in our culture and history.

*Zinfandel*

It's iconic, it's distinctive, and it's amazing—just like our members.

There is no wine without the vine, and there is no ZAP without the community that supports it. Our members make it possible for us to continue to deliver Zinfandel education, advocacy, and outreach. Thank you!

*ZAP*

Zinfandel Advocates & Producers | 530.274.4900 | [info@zinfandel.org](mailto:info@zinfandel.org)  
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