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**ZINFANDEL ADVOCATES & PRODUCERS (ZAP) ANNOUNCES ZinEX 2020**  
***Three-Day Event Entirely Devoted to Zinfandel is taking place January 30-February 1, 2020***

**San Francisco, CA, October 15, 2019** – Zinfandel Advocates & Producers (ZAP) will host Zinfandel Experience (ZinEX) 2020, January 30 - February 1, 2020. 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 Le Colonial, The Palace Hotel and Pier 27.

The weekend's main event is Saturday's Grand Tasting where attendees meet winemakers during the most comprehensive Zinfandel tasting 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.

"ZinEX is a tradition—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 Duane Dappen, D-Cubed Cellars and ZAP board of directors' president. "Zinfandel is not only an ideal wine grape for California; it symbolizes our forefathers' immigrant story. It's a hardy grape 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."

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 learn the history of this uniquely American wine grape. Thursday includes a sommelier seminar and trade tasting, focused on the advancement of Zinfandel in American restaurants, followed by an Opening Night Dinner at Le Colonial. 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.

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## **ZAP Announces ZinEX 2020, page 2**

### **PUBLIC EVENTS:**

**Thursday, January 30, 2020**

#### **Opening Night Dining at Le Colonial**

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 and relaxing in the seductive ambiance of the famed upstairs lounge and veranda of Le Colonial. Renowned for a fusion of innovative French Vietnamese cuisine, you'll enjoy dishes specially created to compliment Zinfandel.

*Cost: ZAP Heritage members only – call ZAP office for details*

**Friday, January 31, 2020**

#### **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 \$95*

#### **Havana Nights – 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 enhancing the experience with an enchanting Havana Nights themed evening. It's the biggest, most glamorous benefit of the year to support ZAP's educational programming.

*Cost: ZAP members only \$350*

**Saturday, February 1, 2020**

#### **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. This ultimate tasting experience includes an expanded selection of sumptuous samples from restaurants and winery chefs, the chance to socialize and connect with winemakers.

*Cost: ZAP members \$160, public \$185.*

##### **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 \$75, public \$90.*

##### **Heritage Lounge // 1:00 pm – 5:00 pm**

The Heritage Lounge is an exclusive ZAP Heritage member benefit. It features specially prepared hors d'oeuvres and winemaker visits throughout the day sharing their highly-allocated Zinfandels.

*Cost: Complimentary for ZAP Heritage members.*

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## **ZAP Announces ZinEX 2020, page 3**

### **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](http://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](http://Zinfandel.org) and ZinEX at [ZinfandelExperience.com](http://ZinfandelExperience.com), on Facebook @ZAP.org, on Twitter @thezinfandelorg and @zap.zinfandel on Instagram.

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