



THE OLD VINE CONFERENCE  
MEETING OF THE MINDS  
2025



For Immediate Release

**Announcing Historic Launch of 2025 Old Vine Conference in California  
October 31 - November 4**

Grass Valley, October 17, 2024—In a pioneering partnership, the prestigious Old Vine Conference (OVC) is teaming up with Zinfandel Advocates & Producers (ZAP) and other notable organizations including California Wines, Lodi Wines and the Historic Vineyard Society to host an extraordinary event series from October 31 to November 4, 2025 in Northern California. The annual conference, entitled *Meeting of The Minds*, will draw an international media and trade audience together to discuss the most pressing issues facing the world's old vines and will be followed by fieldtrips to multiple California wine regions highlighting California's old vines and showcasing their unique contribution to wine quality, regional identity and sustainability.

"This milestone event marks a significant recognition of California's role in global wine history and its dedication to preserving old vine vineyards and Zinfandel, in particular," notes OVC co-founder, Sarah Abbott, MW. "The goal of the conference is to highlight and promote the value and preservation of old vine vineyards, which are cultural and historical treasures of the wine world," she adds.

The event will attract a renowned audience comprising international media, sommeliers, Masters of Wine, influencers, grape growers, winemakers and select wine sponsors. Among the noteworthy invitees will be keynote speaker, Jancis Robinson, MW.

The Old Vine Conference, *Meeting of the Minds*, 2025 is billed as the most significant event, yet, in the journey of the old vine movement and will be an in-person coming together of the pioneers and thought-leaders in the realm of old vines from across the globe. The proceedings will kick off with a gala opening on October 31, 2025 at the CIA at Copia, Napa, which coincides with the closing of California Wines' Global Buyers Marketplace taking place during the week of October 26. This annual event brings 100 top buyers from around the world to California to discover new wines and expand their offerings of California wines in their home countries, while also deepening their understanding of the region. The synergy between the OVC and Global Buyers Marketplace promises to extend California's reach even further across international markets, creating significant business and media opportunities for the state's vintners.

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“We are thrilled that California Wines is partnering with us to support The Old Vine Conference 2025. The fact that the closing night of the Global Buyers Marketplace will lead directly into the kickoff of the Old Vine Conference highlights the significance of this collaboration,” says Rebecca Robinson, Executive Director, ZAP.

This collaborative effort underscores the importance of preserving old vines as part of international sustainable wine practices. “The involved organizations reflect a strong, shared commitment to preserving and revitalizing old vine vineyards across the globe,” adds Honore Comfort, Vice President of International Marketing at Wine Institute. “Together, we are fostering a global movement that safeguards these historic vines, ensuring they continue to produce exceptional wines for generations to come.”

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### **About The Old Vine Conference**

The Old Vine Conference is a non-profit organisation whose aim is to bring together a global network to create a new category for wine from heritage vineyards. The Old Vine Conference works to safeguard old vines of qualitative, cultural and ecological value, by connecting, educating and inspiring the global wine industry through conferences, research, partnerships, tastings and field-trips. [www.oldvines.org](http://www.oldvines.org)

### **About Zinfandel Advocates & Producers**

The Zinfandel Advocates & Producers (ZAP) is a non-profit organization dedicated to promoting Zinfandel, a grape variety that is closely associated with California's wine history. ZAP was founded in 1991 and serves as a collective of winemakers, grape growers, and wine enthusiasts who share a passion for Zinfandel. The organization's mission is to preserve, promote, and celebrate Zinfandel's unique place in California wine. ZAP plays a key role in advocating for the protection of historic Zinfandel vineyards, many of which feature old vines with significant heritage. [www.zinfandel.org](http://www.zinfandel.org)

### **About Wine Institute's California Wine Export Program**

Established in 1934, Wine Institute administrates the California Wine Export Program for California vintners, with more than 200 California wineries exporting to 133 countries. California represents 81% of U.S. wine production and 95% of U.S. wine exports. The California Wine Export Program, a public-private partnership supported by winery contributions and the U.S. Department of Agriculture's Market Access Program, promotes California as an environmental leader with distinctive wine regions, an ideal climate for growing world-class wines, an iconic lifestyle, and a culinary tradition rooted in locally grown products. [www.DiscoverCaliforniaWines.com](http://www.DiscoverCaliforniaWines.com)

*The Global Buyers Marketplace is an annual event run by California Wines.*

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