

## **ZAP Announces the 24<sup>th</sup> Annual Zinfandel Experience Tasting Event January 29-31, 2015 at the Presidio, San Francisco**

Grass Valley, CA (October 15, 2014) The premier tasting event for Zinfandel lovers will celebrate its 24th anniversary, January 29-31, 2015 with four festive celebratory events over three days that feature a diverse selection of wines and styles from renowned producers and emerging wineries. The [Zinfandel Experience](#) provides opportunities for both new and seasoned wine lovers to embrace the varietal's evolution.

Set at the historic Presidio overlooking the San Francisco Bay and the iconic Four Seasons Hotel, the Zinfandel Experience is the largest single varietal tasting of its kind, bringing together top producers and wine lovers to celebrate America's grape.

"In response to feedback, the Zinfandel Experience is better designed to help attendees make meaningful connections with winemakers, winery owners, and fellow enthusiasts. Building on the success of our move to the Presidio, the new format for Saturday's tasting provides each ticket holder with access to all venues and allows participants to taste a wide variety of Zinfandels in a casual and relaxed atmosphere," said Mark Vernon, President, Ridge Vineyards and Zinfandel Advocates & Producers (ZAP).

### **2015 Zinfandel Experience [event line-up](#) includes:**

#### **Thursday January 29**

##### **Epicuria Food & Zin Pairings**

##### **6 to 8pm, Golden Gate Club, the Presidio of San Francisco**

Mix and mingle with 30 top winemakers, master chefs, culinary experts and Zinfandel lovers while exploring the versatile flavors of Zinfandel at this informal dine-around. New this year is an expanded venue at the Golden Gate Club with the addition of a spacious tented courtyard highlighting its striking views. Taste sophisticated and whimsical culinary creations from some of the Bay Area's most acclaimed restaurants and food purveyors perfectly paired with top Zinfandels.

#### **Friday January 30**

##### **Flights! Forums of Flavor**

##### **10:30am to 1pm, Four Seasons Hotel, San Francisco**

Flights! is a professional tasting seminar focusing on highly allocated, limited production Zinfandels. Experts will offer insights while participants experience the range, depth and character of the wines. ZAP is partnering with the [Historic Vineyard Society](#) to present wines from exceptional old vine Zinfandels. Space is limited.

##### **Winemakers Reception, Dinner & Auction**

##### **Zin State of Mind – a Benefit with Taste**

##### **5:30 to 7:30pm Winemakers Reception**

##### **7:30 to 10:00pm Dinner and Live Auction**

##### **Four Seasons Hotel, San Francisco**

Go glamorous! *Mad Men*, the popular TV show, is the inspiration for the Winemakers Reception, Dinner and Auction. The stylish, sleek, and jazzy atmosphere captivates as the city lights of San Francisco dazzle. The enhanced reception features winemakers 'pouring it big' with magnums and reserve offerings.

The intimate dinner hosted by celebrity winemakers features a menu that boasts the best in farm-to-table cuisine. Limited offering wines, one-of-a-kind lots, rare bottles, wine-related experiences and more will be offered at the silent and live auctions. Proceeds benefit ZAP's programs, education and Heritage projects. Dress in vintage fashion flair and celebrate the mod mood of 1965.

Title sponsor: TricorBraun WinePak

### **Saturday January 31**

#### **The Tasting, 11 am-5 pm**

**11am to 1 pm Reserve and Barrel Tasting (VIPs and All-Day ticket holders)**

**1pm ZAP members enter public tasting**

**2pm non-ZAP members enter public tasting**

**Golden Gate Club & Film Centre, Presidio of San Francisco**

The centerpiece of the 2015 Zinfandel Experience is The Tasting, where wine lovers engage in personal conversations with winemakers while exploring the flavors of Zinfandel blends, single vineyards and old vine Zinfandels or discover the distinctive dialects of Zinfandel growing regions. Special workshops on terroir, winemaking styles and sensory aspects will be held. At the reserve and barrel tasting, one hundred winemakers and principals will offer a "sneak peak" tasting at their tables for VIPs and all day ticket holders.

#### **Tickets**

For package details, special ZAP member and non-member ticket prices, information on the ultimate [VIP Package](#) and a list of participating wineries at each event, visit [Zinfandel Experience](#). For information on other sponsorship opportunities, contact the ZAP office.

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### **SPECIAL ZAP TRADE & MEDIA EVENT (Pre-Zinfandel Experience)**

**Wednesday, January 28, 2015**

**1 to 2pm Seminar**

**2 to 5pm Tasting with Winemakers**

**Rock Wall Wine Company, Alameda**

This event is an exclusive opportunity for trade and media to discover and explore the latest Zinfandel releases and talk with the winemakers who made them. A new format allows for more intimate conversations while evaluating the wines. Two complimentary tickets are available per eligible trade account with additional tickets available for purchase. Online [trade registration](#) begins October 14. Media inquiries and registration, contact [patricia@elementalmeme.com](mailto:patricia@elementalmeme.com)

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

Zinfandel Advocates & Producers is a 501(c) (3) non-profit, educational organization dedicated to advancing public knowledge of and appreciation for American Zinfandel and its unique place in our culture and history. Winegrowers, winemakers and wine enthusiasts comprise the membership. The common focus is the preservation and recognition of Zinfandel as America's grape. The Zinfandel Experience is the largest single varietal tasting of its kind, now celebrating its 24th year.

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