

RESOURCE GUIDE TO ZINFANDEL

Published by the Zinfandel Advocates & Producers (ZAP)


Enjoying Zinfandel is a way of life! Zinfandel is truly America's Heritage Wine. It generates an enthusiasm and magic that captures our pioneering spirit in a bottle. This love of the grape that's truly American is associated with the Wild West, the Gold Rush, and rugged individualists, riding through unexplored territory in a brand new land. There are restaurants named after Zinfandel; there are mushrooming numbers of chat rooms devoted to Zinfandel; the mainstream media and pop culture have also taken note of the magic of Zinfandel.

Throughout this guide, as part of ZAP's educational mission, we endeavor to provide insight into Zinfandel's unique place in the pantheon of great varietals. Where does Zinfandel grow best? What are the characteristics of Zinfandel grown in different regions? How does Zinfandel effect America's culture and cuisine? The answers to these intriguing questions and more are explored within these pages, and our hope is that we will stimulate further interest, insight and debate about this fascinating grape.

The Resource Guide to Zinfandel is an example of the resources provided by the only organization of devotees for a grape that includes growers, winemakers, and enthusiasts: Zinfandel Advocates & Producers, or ZAP. As an educational organization, ZAP distributes a quarterly newsletter and produces an assortment of events throughout each year. Our Zinfandel Advocates & Producers Festival, which attracted over 9,000 people in 2001, raised over \$74,000 to support the Heritage Projects, programs devoted to Zinfandel research and education. These programs include the creation of the Zinfandel Aroma Wheel, a sample of which is enclosed with this guide, and the funding of ongoing research at the Heritage Vineyard at the University of California's Experimental Station in Oakville, in the Napa Valley, California.

The Resource Guide to Zinfandel reflects the talents and expertise of many, including: University of California Professors James Wolpert, Carole Meredith, and Ann Noble; researcher/historian Charles Sullivan; wine writers Jancis Robinson, Hugh Johnson, David Darlington, Cathleen Francisco and Ian Hutton; and the ZAP Board of Directors. A special note of thanks to The Wine Institute for its support. This Resource Guide springs from the enormous—and uniquely Zin-like—enthusiasm and exuberance of all of those who love Zinfandel.

Cheers!



Rebecca Robinson
Executive Director

For membership information contact:
Zinfandel Advocates & Producers
P. O. Box 1487
Rough & Ready, CA 95975

Phone: 530-274-4900
Fax: 530-274-4904
Email: zaprr@oro.net
Web: zinfandel.org



Real Zinfandel, the red wine, is the quintessential California wine. It has been used for blending with other grapes, including Cabernet and Petite Sirah. It has been made in a claret style, with berry and cherry flavors, mild tannins and pretty oak shadings. It has been made into late-harvest and Port-style wines that feature very ripe, raisiny flavors, alcohol above 15% and chewy tannins.

— Jancis Robinson, *Wine Writer*

Zinfandel is immensely successful and popular for all levels of wine from blends to fresh, light versions and to galumphing sticky blackstrap. The best have excellent balance, a lively raspberry flavor and seem to mature indefinitely.

— Hugh Johnson, *Wine Writer*

ZINFANDEL: THE “HORATIO ALGER” OF AMERICAN GRAPE VARIETALS

Why is the Zinfandel grape considered uniquely American?

Like a Horatio Alger hero, the Zinfandel grape has advanced from rags to riches. Its transformation from a little-known grape to one that is grown on over 50,000 acres in the United States and achieved tremendous popularity is the all-American success story.

Zinfandel had no precedent and hence had to invent itself. Makers of California Cabernet Sauvignon know that their yardstick stands in Bordeaux; producers of Pinot Noir and Chardonnay compete with the climate and soils of Burgundy; American Rieslings are judged by how well they evoke the valley of the Rhine. These standards have developed in Europe over several centuries, while the vines that produce such wines in the United States have scarcely been in the ground for decades. The world’s oldest Zinfandel vines, however, are growing in California. Its tradition—such as it exists after only a hundred years—has evolved along with American winemaking and is still evolving. For better or worse, Zinfandel has been California’s native contribution to the international world of wine.

— David Darlington, *Author: Angels’ Visits: An Inquiry Into The Mystery of Zinfandel*

What is the origin of the name Zinfandel in America?

Historian Charles Sullivan has traced references from “Zinfendal” in Boston in the 1830s, to other references to “Zinfindal” throughout the Northeast United States, to “Zinfandel” in California in the 1860s. Some historical works refer to “Zingarello” as a relative of Zinfandel, but that has not been substantiated. Controversy and ongoing research continues about where and how the grape originated, and thus, the linguistic origin of the name Zinfandel is not yet known.

Is Zinfandel a white grape or a red grape?

You have seen the term “White Zinfandel” and wines labeled simply “Zinfandel.” Zinfandel is a red grape whose juice is clear. There is just one Zinfandel grape, and depending on the winemaking techniques used, it can be made in a number of styles. When making “red” Zinfandel, the wine-maker decides how long to let the juice remain in contact with the stems, seeds, and skins, which causes clear juice to assume the red color.

CULTIVATION

Where is Zinfandel grown in America today?

Although California is by far the primary Zinfandel growing state, small amounts are also cultivated in Arizona, Colorado, Illinois, Indiana, Iowa, Massachusetts, Nevada, New Mexico, North Carolina, Ohio, Oregon, Tennessee, and Texas. In California, Zinfandel is grown in the following regions: Napa, Sonoma, Mendocino-Lake, Central Valley, Central Coast, Bay Area, Sierra Foothills, and Southern California. More information on these regions, including maps, can be found on pages 12–20.

Where else is Zinfandel grown?

In recent years, Zinfandel has been planted in Australia, South Africa, New Zealand, Chile, Argentina, France, and Italy.

Is there anything different or unusual about how Zinfandel grows?

Essentially Zinfandel is unique in vinifera varieties in California in that it has a larger cluster and is a fairly vigorous vine. What really sets it apart from other vinifera varieties is that the berries within the bunch ripen unevenly and, hence you have berries that are slightly underripe, perfectly ripe, and some actually verging on dehydrated or raisiny in the same cluster. This leads to the unique flavor dynamics of great Zinfandel. It produces bright acidity from the slightly unripe areas, perfect fruit flavors from the ripe berries, and concentration and depth from the slightly withered or overripe berries. It is also the factor that makes Zinfandel so difficult to pick at the right moment because your choices of proportion of those various elements of the fruit determine the quality of the characteristics of the wine you want to produce.

— Joel Peterson, *Ravenswood Winery*

How are the terms “head pruning” and “old vines” related to Zinfandel?

All old vines are head pruned. There are a number of slightly different variations, some higher, some lower. When I’ve gone to visit farmers with head-pruned old Zinfandel vines, you hear about “heading it at hip or pocket height.” It turns out, of course, that people are different heights: a six-foot-tall farmer has a different hip height than a five-foot-tall farmer. The standards that were used were variable standards, and thus, in California, head pruning each vineyard took on its own look, in an attempt to adapt the vine to its particular soil and climate conditions.

— Joel Peterson, *Ravenswood Winery*

Vinifera is the species name of the European grape vine used in wine production in the United States. It is different from the *rupestris* or *labrusca* species that are among the species native to the United States. *Vinifera* varieties produce much better fruit for fine wine production.

“Old vines” is generally understood to mean a vine that is more than 50 years old and that produces less than three tons per acre.

“Head pruning” is an old European style of pruning that trains the vine in the shape of a goblet. It requires no wires or other complex trellis systems. Head pruning spreads the fruit uniformly along the vine and allows light penetration.



There are really two grape varieties in the world. Grapes that tell the truth, and grapes that don't tell the truth. Zinfandel is one of the great truth-telling wines of the world. Even if Zinfandel is blended with other varieties, it can accommodate them and still show its true character. Although Zinfandel, which is primarily grown in California, is often called "America's heritage grape," it hasn't been receiving the attention it deserves. Zinfandel is like a masterpiece painting that has been hanging in the hallway for so long, the family has forgotten they even own a masterpiece. We are returning to Zinfandel as a vehicle for the voice of the land.

— Matt Kramer, Wine Writer

HISTORY

When and where did Zinfandel first arrive in America?

Historians have traced Zinfandel back to the 1820s, when George Gibbs, a Long Island, New York, nursery owner brought cuttings back to the United States from the Imperial collection of plant species in Vienna, Austria. By 1832, a Boston nursery was advertising “Zinfendal” vines for sale; between 1835 and 1845, “Zinfandel” had become a popular table grape in the Northeastern United States. Frederick Macondray, a nursery owner from Massachusetts, is credited with bringing Zinfandel vines to California during that time.

What is Zinfandel's relationship to the Gold Rush in California?

After the 1849 Gold Rush, timber and wire were scarce. Zinfandel grapes could be planted in a way that made harvesting possible without special equipment. Called “head pruning,” it’s a technique still used today. When you see a vineyard with vines standing about three feet tall without wires, you can assume that you’re looking at Zinfandel. Many of these vineyards are still producing even though they may have passed the century mark. Some Zinfandel wines even have an “old vines” designation.

— Charles Sullivan, Historian

Why is Zinfandel considered America's Heritage Wine?

Zinfandel surged in popularity during the Gold Rush in California, when miners wanted a substantial beverage and growers hoped for a grape that would provide a healthy and voluminous crop. It seems that everybody got their wish, and today, if you are traveling through one of California's wine regions, you might sometimes see an “old vine” head-pruned vineyard and, thus, a glimpse into the California of a century ago.

What is the source of the Zinfandel grape in America?

The grape used in making Zinfandel wine in America is of European origin, but history does not clearly delineate its migratory route. European political history suggests that Zinfandel vines may have migrated from their origin to various destinations, including Italy. One well-documented route of Zinfandel to California indicates that the grape came from Austrian cuttings which were propagated in New York, then transported west during the Gold Rush. Other genetic evidence suggests Zinfandel may be of Croatian descent.

UC Davis viticulture geneticist Carole Meredith and several Croatian research colleagues are continuing the search for the source of Zinfandel in Europe. ZAP has consistently supported research efforts to find the roots of American Zinfandel. It is fully expected that scientific research will continue to validate the links between Zinfandel and other European grape varieties.



ZINFANDEL: STYLE AND SUBSTANCE



FLAVORS & AROMAS

Aromas and flavors in a wine come primarily from the grapes from which it is made. These aromas and flavors will depend upon where the grapes were grown, the age of the vines, the clone of Zinfandel, the pruning method and subsequent crop level, the elevation of the vineyard, the ripeness of the grapes at harvest, the impact of the weather the year the grapes were harvested, and complex winemaking decisions regarding type of fermentation, type of oak barrels used, and the like. A winemaker may add oak aging for additional complexity, or not. A winemaker might whole-cluster-crush, or not. No rigid protocols dictate how Zinfandel grapes are made into wine. But grape growers

and winemakers recognize the importance of using site selections and winemaking techniques to enhance Zinfandel's bewitching varietal characteristics rather than to disguise them.

For those whose passion is Zinfandel, the joy of exploring this variety is always a wondrous, mouth-pleasing pleasure. To newcomers of Zinfandel, it is a welcome surprise.

— Cathleen Francisco, *A Reference Guide to California Zinfandel*

When ZAP asked its member wineries to describe the grape's unique attributes, the most usually cited characteristics were aromas and flavors of blackberry, raspberry, boysenberry and cherry, oftentimes laced with black pepper, cloves, anise and herbs. In order to demystify the wide spectrum of Zinfandel's aromas and flavors, and to provide a helpful vocabulary for tasters, ZAP commissioned UC Davis Professor Ann Noble to create a Zinfandel Aroma Wheel in 1993.

In this Aroma Wheel, one of which is enclosed in the back pocket of your Resource Guide, characteristics are divided into additional areas, like floral and nutty, with fruit descriptors that include cranberry, strawberry, black currant, black cherry, and plum, among others. Rich styles of Zinfandel wines might have several layers of flavors, where a whiff of raspberry in the nose might deepen into cedar on the palate and then linger as a hint of chocolate at the finish. This universe of smell and taste from one grape is one of the many reasons for Zinfandel's popularity and appeal to all types of wine drinkers.

REGIONAL CHARACTERISTICS

The character of a Zinfandel, like that of any fine wine, is largely determined by the *terroir*, or taste of the soil, in which the grapes are grown. In 19th century America, Zinfandel growers had an opportunity rare in viticultural history: the chance to try planting in numerous and varied sites, thus identifying the sites to which the Zinfandel grape was most ideally suited.

Ideally, Zinfandel is dry-farmed in exceptional locations, using a special trellising system that allows for light penetration and airflow. Zinfandel requires a long growing season with a preference for a warm but not excessively hot growing region. “Hang time”, or the amount of time grapes stay on the vine to ripen before harvest, is carefully monitored to insure the delicate balance between acid, tannin and sugar. The characteristics of the wine will vary from region to region, but there is a constant with most Zinfandels: a rich, up-front core of fruit, exotic spice and an unmistakable white or black pepper note that is not just a taste, but a sensation. For more information and maps of the Zinfandel growing regions of California, see pages 12–20 of this guide.

STYLES

Zinfandel is a great wine tasting experience, because of its diversity of styles. Most of today's red *Zinfandel table wine* is produced from grapes picked at the optimum balance of sugar and acid to yield wines with 13–14% alcohol. Extended skin contact during fermentation and aging in fine oak barrels generally produces wines with an intensely fruity character, plus the balance and complexity expected of fine wines. *Blush wines* are produced from red Zinfandel grapes whose juice is separated from the skins and seeds after crushing, and is then fermented like a white wine. *Light, spicy, berry-flavored red wines* are produced from less mature red Zinfandel grapes that receive little or no barrel aging. *Bigger, rounder, richer Zinfandels* contain alcohol in the 14–15% range and are normally produced from very ripe to slightly overripe grapes. These wines are full of jammy extract in both bouquet and flavor. *Late Harvest Zinfandel* is produced from very overripe grapes, yielding unusually concentrated wines with an alcohol content of over 15–17%, with noticeable residual sugar. *Zinfandel Port* is a fortified wine usually produced from mature or very ripe grapes.

TASTING

The producers are as individualistic as the wine itself, and just as approachable, so we encourage you to experiment with their many styles of wine, made from this multi-faceted, food-friendly grape. This may mean sampling wines from certain regions, certain wineries, certain vintages, or even Zinfandel blended with other grapes, such as Cabernet Sauvignon, Petite Sirah or Carignane. And it certainly will mean tasting Zinfandel with a variety of foods, from the traditional leg of lamb to chocolate cake! In this Resource Guide, you'll find information to help give you a sense of place and style which should enhance your enjoyment of the increasingly complex and pleasurable world of Zinfandel.

Zinfandel is famous for the delicious richness of its fruit, and certainly this characteristic is never stronger than when a wine is young. But for those with the requisite grapes and the desire to do so, Zinfandel can be crafted—with the proper balance, intensity and structure—to yield a wine that grows in integration and complexity, both retaining and enveloping its notable berry and spice core in silken layers of multidimensional delight.

— Jerry Seps, *Storybook Mountain Winery*

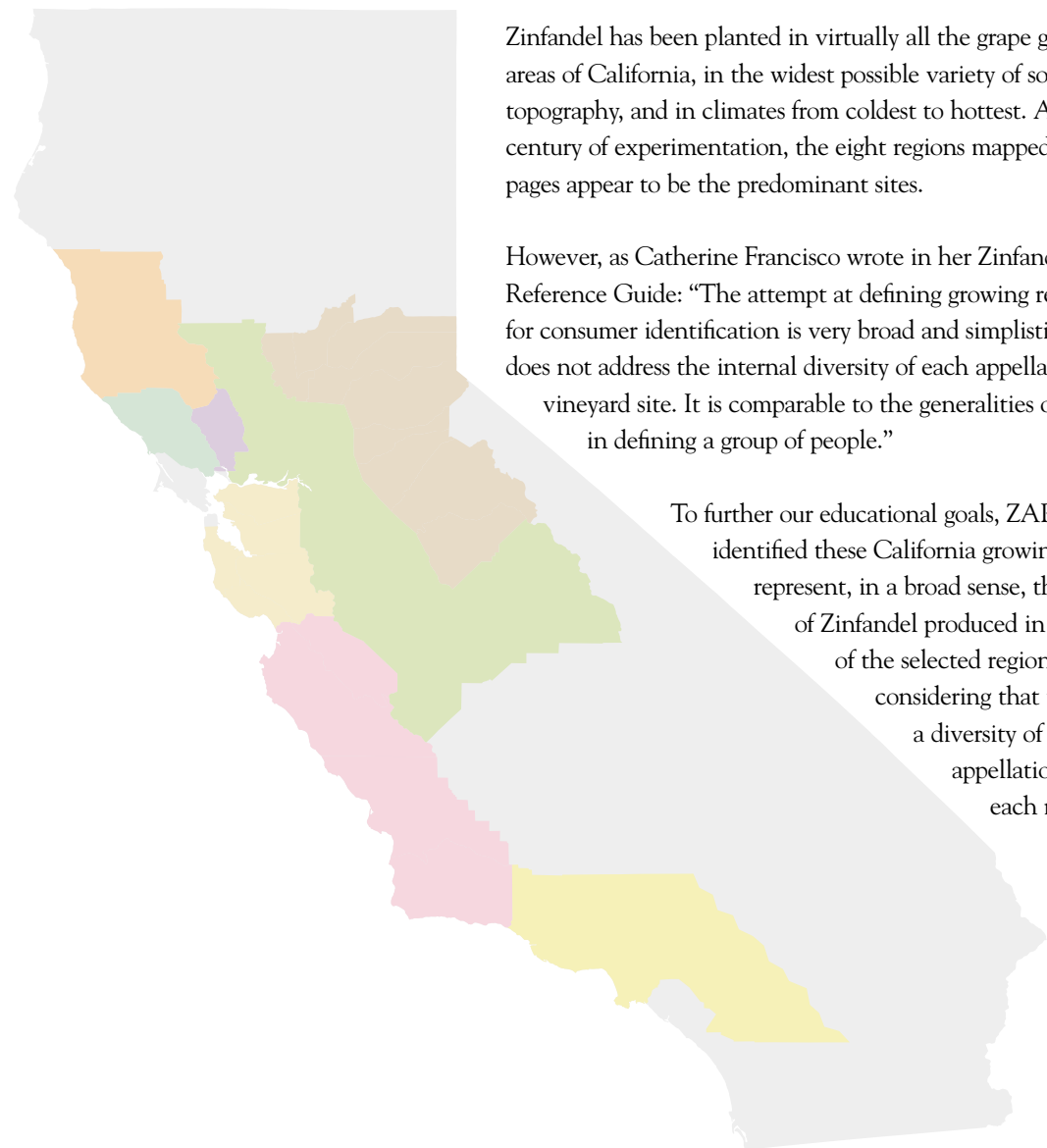


ZINFANDEL IN AMERICA: A TIMELINE

- 1822-1829 Long Island nursery owner George Gibbs imports several grapevines from the Imperial collection in Vienna, one of which was Zinfandel.
- 1832 Boston nursery owner Samuel Perkins advertises the "Zinfandal" vine for sale.
- 1835-1845 "Zinfandal" becomes a popular table grape in the Northeast, grown under glass.
- 1846 New England viticulture expert J. F. Allen describes Zinfandel in his *Practical Treatise on the Culture of the Grape*, America's first scholarly book on viticulture.
- 1852-1857 Frederick Macondray from Massachusetts and other California nursery owners introduce the Zinfandel vines to California. After the gold rush in California, Zinfandel is widely planted because it grows abundantly as a head-pruned vine.
- 1859 Zinfandel introduced to Sonoma and Napa by J.W. Osborne and William Boggs.
- 1859-1863 Zinfandel discovered to be an excellent variety for red table wine in the Sonoma and Santa Clara Valleys, and the Sierra Foothills.
- 1865-1870 The spelling of "Zinfandal" is somehow agreed to be "Zinfandel."
- 1870-1878 Zinfandel becomes popular throughout northern California.
- 1878-1889 Zinfandel is the most widely planted variety during California's first wine boom.
- 1883-1885 Arpad Haraszthy's claim that his father Agoston introduced Zinfandel to California is accepted by most writers after a heated debate. This claim holds until the 1970's when disproved by modern research on the subject.
- 1890-1900 Most of northern California's vineyards are destroyed by phylloxera, although some Zinfandel vines survive because they were planted on resistant rootstock or are isolated from the disease.
- 1900-1912 California vineyards are replanted. Zinfandel is the leading varietal in the production of red table wine blends. A few wineries produce a varietal Zinfandel wine. Italian immigrant families take a lead in growing and making Zinfandel.
- 1919-1933 During Prohibition, wine as a commercial beverage is illegal. Zinfandel is very popular among home winemakers. Zinfandel is one of the top five varietals produced.
- 1933-1960 Zinfandel continues to be an important variety in most California red table wines. A few wineries produce outstanding premium Zinfandel wines.
- 1960-1975 A sturdy, well-structured style of Zinfandel becomes popular.
- 1967 While visiting Bari in southern Italy, Researcher Austin Goheen of the University of California at Davis, tastes a wine, asks to see the vines which produced the grapes, and recognizes them as Zinfandel. Locally the grape there is called Primitivo.
- 1973 White Zinfandel is born, as California wineries begin to draw off free-run juice from Zinfandel grapes and ferment them as "white" wine.
- 1976 Zinfandel-related research findings are announced at the American Society of Enology & Viticulture Conference: 1) Wade Wolfe shows that Primitivo is probably the same varietal as Zinfandel, and 2) Charles Sullivan traces the evolution of Zinfandel from New England to California.
- 1978-1985 The "blockbuster" style of Zinfandel becomes unpopular and many wineries take a fine-wine approach to Zinfandel winemaking. White Zinfandel becomes very popular. For example, one winery's production grew from 225 cases in 1972 to 25,000 cases in 1981.

- 1983 Leon Adams is the first to suggest that the Plavac Mali grape of Croatia may be the same varietal as Zinfandel.
- 1985-1998 Renewed popularity of varietal-designated Zinfandel. Wines are available in numerous price brackets.
- 1989 Professor James Wolpert from the University of California at Davis, University of California Extension Viticulturist Emeritus, Armand Kasimatis, Napa County Farm Advisor, Ed Weber, and Sonoma County Farm Advisor, Rhonda Smith, begin traveling on Old Vine Zinfandel "safaris," searching for vineyards planted before 1930.
- 1990-1998 Zinfandel vineyards in California grow from a total of 34,000 acres to more than 50,000 acres, establishing Zinfandel once more as California's number one red wine varietal, as it was 100 years earlier.
- 1991 *Angels' Visits: An Inquiry Into The Mystery of Zinfandel*, by David Darlington, is the first book entirely dedicated to the subject of Zinfandel.
- In March of 1991, Jerry Seps from Storybook Mountain, invites his producer colleagues to come together to celebrate and promote Zinfandel. Zinfandel Advocates & Producers (ZAP) was formed and quickly recognized by the Wine Institute and the wine industry as Zinfandel's official promotional organization.
- 1993 ZAP supports the creation of a Zinfandel Aroma Wheel, which is researched and developed by Professor Ann Noble from the University of California at Davis.
- 1994 Zinfandel Advocates & Producers is established as a nonprofit educational 501(c)(3) organization to advance public knowledge of America's "heritage wine" and its unique place in American culture and history. Using DNA fingerprinting, Professor Carole Meredith from the University of California at Davis, shows that Zinfandel and Primitivo are the same varietal. In the American marketplace, however, the Bureau of Alcohol, Tobacco & Firearms, the U.S.A.'s official alcohol beverage licensing entity, requires that they be identified separately.
- 1995 James Wolpert begins planting vines from his Zinfandel "safaris" in the Zinfandel Heritage Vineyard at the UC Davis Experimental Station in Oakville, Napa Valley. The one-acre vineyard, with bale clay loam soils, contains 7 vines each from 63 different Zinfandel vineyards from Sonoma, Mendocino, Contra Costa, San Luis Obispo, San Joaquin, and Napa Counties.
- A true white, albino, Zinfandel vine is discovered in San Joaquin County, California.
- 1998 ZAP donates \$25,000 to the Heritage Vineyard. San Francisco Mayor, Willie Brown, cuts the opening ribbon at the 7th Annual Zinfandel Tasting in San Francisco, which attracts 5,000 attendees and becomes a Guinness Record contender for the "World's Largest Tasting of One Varietal"
- 338,850.3 tons of Zinfandel were harvested versus 225,979.3 tons of Cabernet Sauvignon. As it was at the end of the nineteenth century, Zinfandel is the most widely planted red grape in California.
- 1999 The first release of wine made from the Heritage Vineyard, the 1997 vintage, is offered at the 8th Annual Zinfandel Festival in San Francisco. The wine was made by Nils Venge and Mary Buckles Pisor at Saddleback Cellars in Oakville, California.
- 2001 ZAP presents The Heritage Vineyard with a \$40,000 grant for continuing research, bringing total donations from ZAP to this vineyard to \$107,850. Total number of clonal selections planted in the Heritage Vineyard now totals 90.
- Zinfandel Festival Tasting moves to two buildings and draws over 9,000 participants from all over the world. ZAP travels to Europe for the first time, visiting London, Amsterdam and Dusseldorf.

ZINFANDEL GROWING REGIONS



Zinfandel has been planted in virtually all the grape growing areas of California, in the widest possible variety of soils and topography, and in climates from coldest to hottest. After a century of experimentation, the eight regions mapped on these pages appear to be the predominant sites.

However, as Catherine Francisco wrote in her Zinfandel Reference Guide: “The attempt at defining growing regions for consumer identification is very broad and simplistic as it does not address the internal diversity of each appellation or vineyard site. It is comparable to the generalities one finds in defining a group of people.”

To further our educational goals, ZAP has identified these California growing areas to represent, in a broad sense, the styles of Zinfandel produced in each of the selected regions, considering that there is a diversity of style by appellation within each region.

MENDOCINO-LAKE REGION

This is considered to be California’s wine growing frontier, filled with the homesteads of many family wineries. Mendocino County’s southern border is north of San Francisco, immediately north of Sonoma County, and Lake County is located southeast of Mendocino County. Bordered by the Pacific Ocean on the west and covered in great part by the rugged Coastal Range, this is a warmer growing region than its northerly location would suggest. The warmth is due to the mountain ranges that shelter interior valleys from the cool ocean breezes.

American Viticultural Areas within this region include Anderson Valley, Benmore Valley, Clear Lake, Cole Ranch, Guenoc Valley, McDowell Valley, Mendocino, Mendocino Ridge, Potter Valley, Redwood Valley, and Yorkville Highlands. Some Zinfandel is also grown in Trinity and Tehama Counties to the north of this region, which include the Willow Creek appellation.

Zinfandels from Mendocino-Lake are richly colored and are notable for their distinct raspberry-cherry character. These wines have a rather juicy feel in the mouth. Commonly noted aromas include rose petal, vanilla, forest floor, mulled spice, and chocolate, with flavors of berries, black cherry, baking spice, plum, dark chocolate and black pepper.



SIERRA FOOTHILLS REGION

Located east of Sacramento in the foothills of the Sierra Nevada mountains, this region includes Amador, Calaveras, El Dorado, Mariposa, Nevada, Placer, Tuolumne, and Yuba Counties. Its colorful Gold Rush tales and long agricultural history make this a fascinating Zinfandel area to explore.

Some of the earliest documented Zinfandel vineyards were planted here between 1852 and 1869, and some still survive today, protected by their remote locations. Vineyards in the Sierra Foothills possess unique decomposed granite soils that are found nowhere else in the world. Nearly all of the Zinfandel vineyards here are at fairly high elevation (from 1,200 to 3,500 feet) which places them above the fog and gives access to sunshine.

The American Viticultural Areas within this region are California Shenandoah Valley, El Dorado, Fiddletown, North Yuba, and Sierra Foothills.

Grapes tend to be picked later here than in coastal regions, so the wines are deeply colored, with bright forward fruit, jammy, ripe black raspberry flavors, and a strong black cherry, verging on cola, character. There is an intensity of color, aroma, tannin and flavor.

Aromas are often described as cocoa, briary spice, licorice, mint, chocolate, cedar and tobacco.

Calaveras Zinfandels feature leathery aromas

and flavors of cherry and plum, while Amador County wines tend to feature black cherry, black pepper and anise, with a rich, round, full mouth.

El Dorado County Zinfandels show a distinctive claret style that is unique to their growing area.



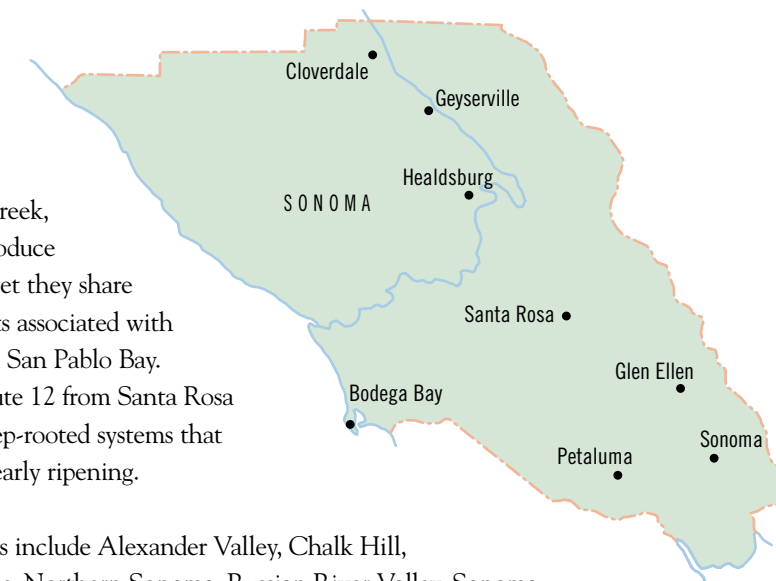
SONOMA COUNTY REGION

Sonoma County lies north of San Francisco and is bordered on the west by the Pacific Ocean. The county runs parallel to Napa Valley, and is separated from it by the Mayacamas range.

Areas in Northern Sonoma such as the Dry Creek, Alexander, and Russian River Valleys each produce Zinfandel grapes with unique characteristics, yet they share the common link of warm days and cool nights associated with the marine influence of the Pacific Ocean and San Pablo Bay. The Sonoma Valley, which extends along Route 12 from Santa Rosa to Glen Ellen, has 100-year-old vines with deep-rooted systems that protect them against warm temperatures and early ripening.

Sonoma County's American Viticultural Areas include Alexander Valley, Chalk Hill, Dry Creek Valley, Knights Valley, Los Carneros, Northern Sonoma, Russian River Valley, Sonoma Coast, Sonoma County Green Valley, Sonoma Mountain, and Sonoma Valley.

Zinfandel from Sonoma County has been generally characterized as having full, intense blackberry fruit aromas that mingle with spicy black pepper, anise and allspice scents. In general, Northern Sonoma produces "classic Zinfandel", with some cherry and briar character. The extended growing season of the Russian River Valley intensifies the flavors in the fruit, producing very lush dark fruit like plums and boysenberries. Zinfandel from Dry Creek has a distinct core of black cherry and vanilla flavor and aroma, and Zinfandel from Alexander Valley tends to be described as "supple" with plump blackberry and black cherry flavors. As the Sonoma Valley is a slightly cooler region, these wines are quite lush and feature plenty of black pepper and spice. The coolest areas of Southern Sonoma show brighter, rounder berry fruit and an intensely spicy flavor.



NAPA VALLEY REGION

Napa Valley runs parallel with Sonoma Valley and to the east. This 40 mile long valley, which stretches in a northwesterly direction from the city of Napa in the south to Calistoga in the north, is considered one of the most diverse growing regions in California. Over 30 different soils have been identified here, including soils of alluvial, volcanic and maritime origin, ranging from well-drained gravelly loams to moisture-retaining silty clay. This diverse group of soils and exposures, as well as three different climate zones, provide a variety of distinctive grape growing environments. Zinfandel vineyards are spread from well drained rich red clay loam hillsides to gravelly benchlands on the valley floor.



The many American Viticultural Areas in Napa Valley include Atlas Peak, Chiles Valley, Howell Mountain, Los Carneros, Mt. Veeder, Napa Valley, Oakville, Rutherford, St. Helena, Spring Mountain, Stags Leap, Wild Horse Valley, and Yountville.

These diverse areas produce very well structured wines, notable both for their aging potential, finesse and complexity, and for their intriguing flavors and aromas of raspberries/black raspberries. Winemakers have described the aromas of Napa Valley Zinfandel as complex, with a bouquet of ripe currants, vanilla and orange zest, with a distinct cedar character; flavor descriptors include blackberry and currant, black cherry, and briary fruit with black pepper spice.



CENTRAL COAST REGION

The Central Coast Region includes the Zinfandel growing areas of Monterey County, San Luis Obispo County (including Paso Robles), Edna Valley and Santa Barbara. Each of these areas contains vineyards that share the effects of coastal breezes, which moderate the warmth of the summer and early fall. Most of the soil here is rocky and gravelly. Zinfandel was first planted in the Central Coast by the mid-1880's, and the region has a long history of winemaking dating back to the advent of the missionaries in the 18th century.

The American Viticultural Areas of Arroyo Grande Valley, Arroyo Seco, Carmel Valley, Central Coast, Chalona, Cienega Valley, Edna Valley, Hames Valley, Lime Kiln Valley, Monterey, Mt. Harlan, Pacheco Pass, Paicines, Paso Robles, San Benito, San Lucas, Santa Lucia Highlands, Santa Maria Valley, Santa Ynez Valley, and York Mountain are all found within the Central Coast region.

Wines from this region exhibit rich, fruity character, from big, late harvest style wines to more forward, lighter, claret style Zinfandels which include notes of spice, herbs and cherries. These are rich wines, with intense blackberry and pepper and the earthy quality of the fragrant forest floor. Wild berries, smoke and toast are some of the more unique descriptors used for the aromas of Central Coast Zinfandel, and flavors commonly cited are cranberries, raspberries, sage and spice.



CENTRAL VALLEY REGION

The Central Valley Region stretches from Colusa County in the north to Madera County in the south and includes the Clarksburg, Diablo Grande, Dunnigan Hills, Lodi, Madera and Meritt Island appellations. Lodi, where the preponderance of the Zinfandel plantings are located, stretches into the Sierra Nevada, and the rocky, shallow terrain of these foothills provides a good site for Zinfandel. The Mokolumne and Consumnes Rivers provide abundant, mineral-rich water, and the area's sandy clay loam soil has

been deposited in the floodplains by the Sierras for millions of years. The soils are sandy and well-drained in most of the region. The combination of these soils and the ideal climate of warm days and cool breezes off the San Joaquin River Delta that bring down evening temperatures create soft, approachable Zinfandels with rich, lush fruit character. Records show plantings of Zinfandel in this region as early as 1858.

Small amounts of Zinfandel are also grown in Glenn, Butte, Kings, Tulare, and Kern Counties.

Winemakers have described the aromas of Central Valley Zinfandel as

showing notes of spicy cherry liqueur, pie cherries, clove and nutmeg; the most common flavor descriptors are ripe blueberries, cranberry, dried plum, toasted almond and pepper. Central Valley wines tend toward soft, low tannins.



BAY AREA REGION

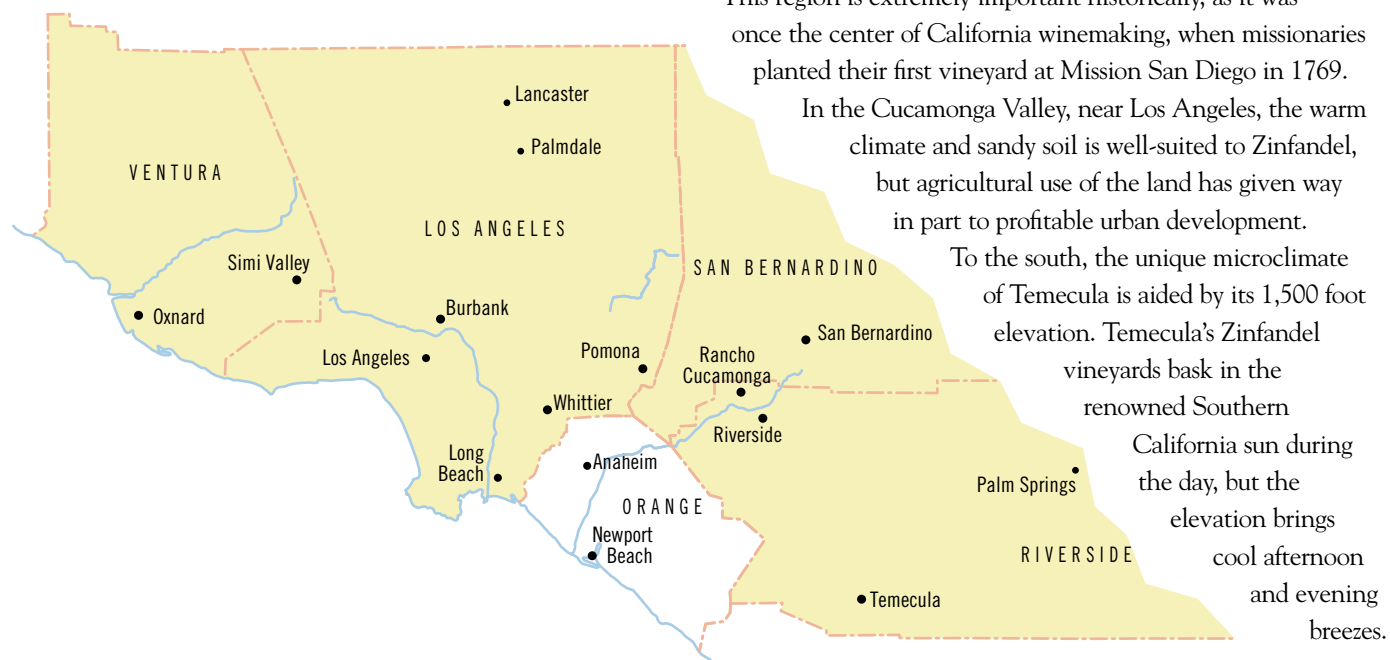
This is a radically diverse area, both in its geography and proximity to the ocean, which creates a wide variety of microclimates. This widely varied region includes the Livermore Valley and Contra Costa County to the east of San Francisco and the Santa Cruz Mountains and Santa Clara Valley to the south. The style and character of the cool climate wines from the Santa Cruz Mountains differs from those grown in the warmer vineyards of the Livermore and Santa Clara Valleys. Most vineyards in the Santa Cruz Mountains are planted in upper elevations and are not irrigated. The cooling ocean influence, as well as the well-drained soils of the area, yield densely extracted, spicy fruit. The Livermore Valley experiences early morning fog from San Francisco Bay, followed by warm, sunny days, and cool evenings when the fog is blown back into the valley and held there by the surrounding mountains. Soil here is rocky and well drained. Contra Costa County, about 50 miles east of San Francisco, is also dominated by rocky, well drained soil, and there are still a few century old vineyards in this area. Zinfandels from this growing area tend to be rich and soft with intense plum and cherry flavors.

The appellations of the Bay Area are Ben Lomond Mountain, Livermore, San Francisco Bay, San Ysidro District, Santa Clara Valley, and Santa Cruz Mountains.

Descriptors of Bay Area wines often include aromas of rich black cherry and spicy herbs, with elements of bramble, cassis, licorice and chocolate. These wines can show ripe black cherry, black currant and blackberries, with hints of hazelnuts, bacon, currant, plums and creamy vanilla.



SOUTHERN CALIFORNIA REGION



FOOD

How do you match Zinfandel with food? The answer to this question, of course, depends upon the style of Zinfandel. A bowl of creamy-sauced pasta is a great partner with robust red Zinfandel. So is a juicy steak or an elegant roast, slathered with barbecue sauce or dusted with an herb rub. There are those who make sure they hoard some Zinfandel, particularly Late Harvest Zinfandel or Zinfandel Port, to enjoy with dessert, especially if it is deep, dark chocolate cake. Zinfandels of all styles would pair well with an assortment of cheeses, flexible enough to complement a cheese course in the European style or a platter of cheeses and crackers before a football game. Fresh goat, aged Gouda, Parmesan or cheddar — each one will become magic with the Zinfandel in your glass in a different way. And lighter Zinfandel styles make an interesting pairing with the exotic flavors of Asian or Latin foods.

The true aficionado will enjoy tasting different styles of Zinfandel from wine regions around the state with various cuisines. There are no rules—Zinfandel is a wine that is made for pure pleasure, so drink what you like. Zinfandel, in all its diversity, is just as comfortable at an elegant dinner party as at casual family meals.



Zinfandel is the cult wine of the 90's. We Zinofiles are so obsessed with quality we can't see straight. It's the Rocky story of the wine industry.

Indeed, this once-dying California grape has gained worldwide acclaim in recent years. The newly popular red version of Zinfandel has simultaneously stirred the souls of its fans, a dressed-down group of self-described anti-snobs, unpretentious in demeanor but relentless in their determination to promote Zinfandel as America's grape.

— Amy Shipley, Journalist

ZINFANDEL ADVOCATES & PRODUCERS: ZAP

Why was ZAP organized? What is its purpose?

Our goals from the beginning were to bring together those who were dedicated to Zinfandel, knowledgeable about its virtues and willing to spread the word, and to coordinate, perpetuate and/or promulgate writings and events that served to accent the many positive aspects of Zinfandel. ZAP has obviously grown much beyond the dreams of its first adherents, but, fortunately, not moved far from its original purpose.

— *Jerry Seps, Storybook Mountain Winery*

Founded in 1991 by Jerry Seps as the first President, along with Buck Cobb (Karly Wines), Jamie Lewis (Fetzer Vineyards), Mike Loykasek (Meeker Vineyard), Joel Peterson (Ravenswood Winery), Donn Reisen (Ridge Vineyards), and Kent Rosenblum (Rosenblum Cellars), ZAP is dedicated to the belief that there is no finer wine than Zinfandel, rivaling the best the world has to offer, and that the Zinfandel grape is unique in the nature and quality of its fruit, drinkable and enjoyable as a young wine, but also possessing the ability to age gracefully and well. Throughout the terms of: first Executive Director, Margaret Smith; Presidents Jerry Seps (Storybook Mountain), Kent Rosenblum (Rosenblum Cellars), Joel Peterson (Ravenswood Winery), Doug Beckett (Peachy Canyon), Katie Quinn (Amador Foothill Winery), Robert Biale (Robert Biale Vineyards); Grady Wann (Quivira Vineyards); and current Executive Director, Rebecca Robinson; ZAP has remained focused on educating the public about Zinfandel grown in America and bringing together increasing numbers of Zinfandel advocates.

Zinfandel Advocates & Producers is a 501(c)(3) nonprofit association which organizes seminars, educational programs, and tastings at wineries and other settings across the United States to explain the uniqueness of the Zinfandel grape. ZAP has over 300 “Producer” members, wineries and growers of Zinfandel, and more than 6,500 “Advocates,” consumers from across the country who are not in the wine business.

The essence of ZAP is its membership: it is a member-driven organization. ZAP brings together those who produce Zinfandel and those who enjoy it. ZAP members come from all walks of life: butchers, bakers, lawyers, wine collectors, wine neophytes, teachers, winemakers, grape growers, students, Mom, Pop, and the guy next door. ZAP members are united in their appreciation of Zinfandel and the desire to learn more about it.

ZAP was founded to raise awareness for Zinfandel made as a fine red wine. By building on a solid base of committed supporters, it has been wildly successful.

— *Paul Draper & Donn Reisen, Ridge Vineyards*

Zinfandel was the underdog with a cause. We knew the great friends and camaraderie Zinfandel inspired. There was a great need to spread the word and the heritage of Zinfandel, thus ZAP was born of 52 proud parents.

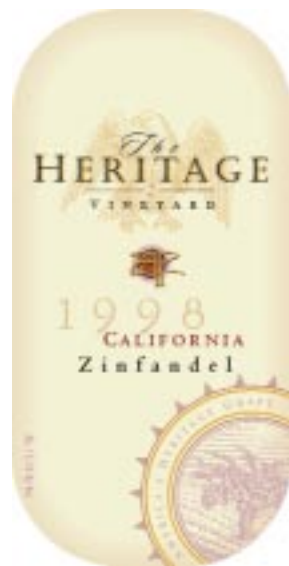
— *Kent Rosenblum, Rosenblum Cellars*

How does Zinfandel Advocates & Producers assist in researching Zinfandel and educating the public about Zinfandel?

ZAP hosts an Annual Festival and Tasting of all of its producer-members’ wines, which is one of the largest tastings of its kind in the world! ZAP organizes regional seminars and tastings around the country, and even conducted tastings in several European cities in 2001. Throughout the wine regions of California, ZAP organizes Zinfandel Days, where ZAP producer-members invite advocates to come to their wineries and learn more about their wines. ZAP assisted in the creation of the Heritage Vineyard, and has continued to support its ongoing maintenance with over \$100,000 in grant money raised from ZAP’s annual “Blue Jeans to Black Tie” Auction. This may be the largest grant ever to come from an independent organization focused on one specific wine grape varietal. ZAP also promotes the continuing research surrounding the origins and history of the Zinfandel grape. Above all, ZAP acts as a resource, connecting the Zinfandel community around the world.



ZINFANDEL HERITAGE



It's our responsibility as vineyardists, winemakers, craftsmen, and "keepers of the flame," that we seek out the purest and finest quality clones of Zinfandel in California, isolate them, nurture them, study them, and then possibly make them available commercially on a large scale, all to ensure that Zinfandel moves into the next millennium in its most superb incarnation.

— Doug Beckett,

Peachy Canyon Winery

What is the Heritage Vineyard?

The Heritage Vineyard is an unusual and unprecedented collection of rare and famous Zinfandel vine cuttings grown throughout California. A research team consisting of UC Davis Professor and Chair of the Viticulture & Enology Department, James Wolpert; UC Extension Viticulturist Emeritus, Armand Kasimatis; and UC Extension Farm Advisors Ed Weber from Napa County, and Rhonda Smith from Sonoma County; began going on Zinfandel “safaris” in 1989, searching for vineyards planted before 1930. They brought back clippings from Sonoma, Mendocino, Napa, Contra Costa, San Luis Obispo, and San Joaquin Counties, and the Sierra Foothills. Today additional selections have been planted from “old vines” in Lake, Amador, El Dorado, Calaveras, Alameda, Santa Cruz, San Bernardino and Riverside Counties.

The Heritage Vineyard stretches over one acre within the UC Davis Oakville Research Station in Napa Valley, California. During the first phase of the project in 1995, 63 selections were planted; during the second phase in 1999, an additional 27, so that the total number of selections now totals 90. The vines are grafted onto St. George rootstock in clay loam soil with a spacing of 9 feet x 8 feet. Each vine is head-trained and spur-pruned in the “goblet” shape as they would have been in the nineteenth century. These practices are not as typical today, since they insure a low (and high quality) yield. The Heritage Vineyard demands authenticity. “We need to replicate the conditions which have given Zinfandel its reputation,” explains Professor Wolpert, who directs all of the Heritage Vineyard research.

“The Heritage Vineyard is a vibrant ‘ongrowing’ museum of the grape,” Wolpert says. “The Vineyard is of tremendous historical and viticultural interest to those fascinated by Zinfandel,” he adds. “For the consumer, the vineyard is living history and provides an easily accessible demonstration of where Zinfandel is really made — in the vineyard. For the wine industry, it has special significance because it represents a resource for future plantings of Zinfandel with a broad range of selections.”

“We expect to learn much about the viticultural characteristics of these vines,” Wolpert continues. “Things such as berry size, cluster tightness and ripening uniformity are all factors which have an impact on the quality of the vintage. Of course, the most important factor is wine quality which integrates all of these components, including color, tannin profile and intensity of varietal character.”

The first wine made from the Vineyard was the 1997 Heritage Vineyard Zinfandel, made by Nils Venge (Saddleback Cellars in Napa). Robert Biale (of Biale Vineyards) made the second release (1998 vintage). Matt Cline (Cline Cellars) made the 1999 vintage; Rod Berglund (Joseph Swan) made the 2000 vintage, and Joel Peterson of Ravenswood will make the 2001 vintage. These wines are available for sale only at the Annual Festival.

ZAP'S COMMITMENT TO RESEARCH

Since August 1998, ZAP has donated a total of \$107,850 to the Heritage Vineyard. “These could easily be the largest grants coming from an independent organization focused on one specific wine-grape varietal,” Wolpert said. “This research will potentially have more impact on the improvement of Zinfandel than any other study done at UC Davis. I am very grateful to ZAP because without its advice, involvement, and financial support, this trial would not be possible,” he added.



The Heritage Vineyard brings all of us together as scientists, farmers, artists, and historians. Ultimately, this research will help us discover answers to some of the mysteries surrounding Zinfandel, and preserve the special qualities of the old vines for future generations.

— Rebecca Robinson,

Executive Director, ZAP

SELECTED RESOURCES

ZINFANDEL ADVOCATES & PRODUCERS (ZAP)

Rebecca Robinson

Tel: 530-274-4900
 Fax: 530-274-4904
 Executive Director
 P.O. Box 1487
 Rough & Ready, CA 95975
 zaprr@oro.net
 zinfandel.org

CALIFORNIA STATE UNIVERSITY, FRESNO

Robert Wample

Tel: 559-278-2089
 Fax: 559-278-4795
 Chair of Viticulture, CSU Fresno
 Viticulture & Enology Research Center
 2360 E. Barstow Avenue, M/S VR89
 Fresno, CA 93740-8003
 Robert_wample@csufresno.edu

UNIVERSITY OF CALIFORNIA, DAVIS

Carole Meredith

Tel: 530-752-0380
 Fax: 530-752-0382
 DNA Geneticist
 UC Davis Viticulture & Enology Dept.
 1 Shields Avenue
 Davis, CA 95616
 cpmeredith@ucdavis.edu

Ann Noble

Tel: 530-752-0387
 Fax: 530-752-0382
 University of California, Davis
 Viticulture & Enology Department
 1 Shields Avenue
 Davis, CA 95616
 acnoble@ucdavis.edu

James Wolpert

Tel: 530-752-0381
 Fax: 530-752-0382
 Heritage Vineyard
 University of California, Davis
 Chair, Viticulture & Enology Dept.
 1 Shields Avenue
 Davis, CA 95616
 jawolpert@ucdavis.edu

PRESIDENTS OF ZAP

J. Bernard Seps (1991-1996)

Storybook Mountain Vineyards
 Tel: 707-942-5310
 Fax: 707-942-5334
 3835 Hwy. 128
 Calistoga, CA 94515
 sigstory@aol.com

Kent Rosenblum (1997)

Rosenblum Cellars
 Tel: 510-865-7007
 Fax: 510-865-9225
 2900 Main Street
 Alameda, CA 94501
 drzin@rosenblumcellars.com

Joel Peterson (1998)

Ravenswood Winery
 Tel: 707-938-1960
 Fax: 707-938-9459
 18701 Gehricke Road
 Sonoma, CA 95476
 jpeterson@ravenswood.com

Doug Beckett (1999)

Peachy Canyon Winery
 Tel: 805-237-1577
 Fax: 805-237-2248
 2025 Nacimiento Lake Drive
 Paso Robles, CA 93446
 peachy@tcsn.net

Katie Quinn (2000)

Amador Foothill Winery
 Tel: 209-245-6307
 Fax: 209-245-3580
 12500 Steiner Road
 Plymouth, CA 95669
 winenerd@amadorfoothill.com

Robert Biale (2001)

Robert Biale Vineyards
 Tel: 707-257-7555
 Fax: 707-257-0105
 2040 Brown Street
 Napa, CA 94559
 bialezin@aol.com

Grady Wann (2002)

Quivira Vineyards
 Tel: 707-431-8333
 Fax: 707-431-1664
 4900 W. Dry Creek Road
 Healdsburg, CA 95448
 gwann@quivirawine.com

CHAIRS, HERITAGE VINEYARD PROJECT

Joel Peterson

Ravenswood Winery
 Tel: 707-938-1960
 Fax: 707-938-9459
 18701 Gehricke Road
 Sonoma, CA 95476
 jpeterson@ravenswood.com

Paul Draper/Donn Reisen

Ridge Vineyards
 Tel: 408-867-3233
 Fax: 408-868-1350
 P. O. Box 1810
 Cupertino, CA 95015
 retail@ridgewine.com

SELECTED AUTHORS

David Darlington

Author, *Angels' Visits: An Inquiry Into The Mystery of Zinfandel*
Henry Holt and Company, New York, 1991

Author, *Zin: The History and Mystery of Zinfandel*
Da Capo Press, San Francisco, 2001

Cathleen Francisco

Author, *Zinfandel: A Reference Guide to California Zinfandel*
Wine Appreciation Guild,
San Francisco, CA 2001

Ian Hutton

Author, *The Zinfandel Trail: A Guide to the Wine and the Wineries That Produce It*
IGH Publications, Surrey, England, 1998

Margaret Smith and Jan Nix

Authors, *The Zinfandel Cookbook: Food to Go with California's Heritage Wine*
Toyon Hill Press, Woodside, 1994

Rhoda Stewart

Historian and Photographer
Author, *A Zinfandel Odyssey*
PWV, Inc., San Rafael, 2002

Charles Sullivan

Historian and Author, *A Companion to California Wine: An Encyclopedia of Wine & Winemaking from the Mission Period to the Present*
University of California Press, Berkeley, 1998



