

On March 19-21, Paso Robles Wine Country comes together to celebrate Zinfandel

Zinfandel arrived in Paso Robles Wine Country in the late 19th Century. A traveling partner of European Immigrants, Zinfandel set its roots into the countryside and made the statement it is here to stay. Even through Prohibition, which led to the destruction of winegrape vineyards across the nation, a few rebel estates survived. Today those old vines are gnarled and twisted with history to tell at every bend and fruit that has become sought after for its reflection of the land, but the Paso Robles Zinfandel story does not end here.

At the Zin Tasting and Wine Country Auction, Saturday evening, March 20, 5:30 - 9:30 p.m., over 50



A Zin-Filled Weekend

wineries showcase their Zinfandel and Zinfandel blends; Zin-friendly food from more than 10 of wine country's best restaurants and caterers will be there to enhance the experience. The special evening will be held at the Paso Robles Event Center, Commercial Building 2, 2198 Riverside Avenue.

ZIP ticketholders begin their evening at the Zin Tasting and Wine Country Auction with a glass of the 2010 Collaborative Zinfandel Blend. In addition to great

Zinfandel and wine country cuisine, there will be the opportunity to bid on unique wine country lifestyle and culture auction items through the Wine Country Auction. The 2010 Collaborative Zinfandel Blend will only be available through the Wine Country Auction.

Tickets are available in two levels which provide different benefits and access times:

- ZIP (Zinfully Important Person) Ticket - \$85 Saturday, 5:30-9:30 p.m. Zip into the Zin

Tasting early to experience true ZIP treatment in a "zintimate" atmosphere.

- Zin Fan Del Ticket - \$60 Saturday, 7-9:30 p.m.

Tickets are limited and advance purchase is highly recommended. Purchase ZIP and Zin Fan Del tickets online at pasowine.com or by phone at 800-549-WINE.

Winery Events during the weekend

In addition to the Zin Tasting and Wine Country Auction on Saturday, area wineries will be hosting activities Friday through Sunday in celebration of everything that Zinfandel adds to your palate and your experience.

For more information about specific winery events, check pasowine.com