



MEDIA RELEASE

EMBARGO NOVEMBER 2011

THE WAIT IS OVER. PENFOLDS RELEASES BIN 620 COONAWARRA CABERNET SHIRAZ 2008. THE FIRST RELEASE SINCE 1966...

In 1966, Penfolds crafted the inaugural Bin 620 Coonawarra Cabernet Shiraz. After many years Penfolds will pay an eagerly awaited homage to this celebrated Special Bin wine, releasing the 2008 Bin 620 Coonawarra Cabernet Shiraz in Shanghai, China on Wednesday 16 November.

Penfolds only release extremely limited bottlings of rare Special Bin wines from exceptional vintages, and only then when the quality of the flagship Grange and Bin 707 are not in any way compromised. In 2008, Coonawarra, one of Australia's greatest wine regions, enjoyed a near perfect vintage affording the Penfolds winemaking team the opportunity to hand-select parcels of exquisite fruit for this Bin 620; thus continuing a grand tradition of making Special Bin wines for the enjoyment and interest of wine collectors and enthusiasts.

Of great significance to generations of Australian and international wine collectors, Penfolds Special Bins are deeply connected to Australian wine culture and all releases have in some way marked the progress of the modern Australian wine industry. Like all Special Bins, the Bin 620 encapsulates Penfolds winemaking history, tradition, experience and quality.

Steve Lienert Penfolds Senior winemaker said, "although working in the Penfolds red winemaking team for many years I had never been involved with a Bin 620 Special Bin. The 2008 vintage provided us with a unique opportunity and one which makes me feel privileged. This wine is balanced as a young wine, but has serious cellaring potential, reflecting authenticity, scarcity and exceptional quality from a standout Coonawarra vintage."

Peter Gago Chief Winemaker said, "Wines like the 2008 Bin 620 don't come around that often. Our last, a mere 45 years ago! In Coonawarra we were blessed with a great vintage when the earlier-ripening Shiraz could be blended with the later-ripening Cabernet to highlight the best of both varieties, and their synergistic union. Cabernet, Shiraz, Coonawarra, Penfolds 2008, old vines — six variables optimised in this Bin 620 release. Bacchus is smiling."

The Coonawarra district in South Australia traditionally produces wines made from vines grown in Terra Rossa soil. Terra Rossa soil is red earth over limestone. Grapes sourced from vines grown in these soils have more intense flavours, more weight and firmer structure.

Penfolds Special Bin wines were first released in the early 1950s during a momentous time of research and experimentation. The 1966 Bin 620 Cabernet Shiraz was partially foot-crushed and fermented at Magill Estate, near Adelaide. Max Schubert vinified the wine in the classical Penfolds winemaking style using header boards and rack and returns. Towards completion of fermentation the wine was pressed, completing its fermentation in barrel.

John Bird, former Penfolds Senior Winemaker and consultant, 1958 to present day (who worked with Max Schubert during the 1960s) was particularly excited about the making of this wine. "In 2008, we tasted several rows of our Coonawarra blocks (5, 10 and 20) and realised that this had something extra, something unique. It transported me back to 1966 and the experimental Bin 620. The fruit profile is classic Penfolds. Having tasted many parcels of Coonawarra fruit it became apparent that we simply had to make this wine."

The fermentation of this wine was primarily at Penfolds Nuriootpa winery using stainless steel fermenters with header down boards to submerge cap. A small component was also fermented in the historic Magill winery in small open fermenters with waxed header boards. There were daily rack and returns.

The **Special Bin 620 Coonawarra Cabernet Shiraz 2008** Penfolds will be launched globally in Shanghai, China on Wednesday 16 November. A first for Penfolds! This wine will only be available from Penfolds Cellar Doors, select fine wine restaurants and duty free outlets – RRP \$1,000AUD.

EDITOR'S NOTES

ABOUT PENFOLDS

Penfolds has been creating an impressive array of wines since 1844 and many would agree, indisputably led the development of Australian fine wine into the modern era. The introduction of Penfolds Grange in 1951 forever changed the landscape of Australian fine wine. Since then a series of standout wines, both white and red, have been released under the Penfolds masthead.

ABOUT 1966 BIN 620 COONAWARRA CABERNET SHIRAZ

Throughout the 1970's & 1980's, the 1966 Penfolds Bin 620 Coonawarra Cabernet Shiraz was almost as famous as the legendary 1962 Penfolds Bin 60A Coonawarra Cabernet Kalimna Shiraz. It enjoyed plenty of success at Australia's major capital wine shows. As a younger wine it was almost always talked about whenever Bin 60A was mentioned. The wine was considered a classical wine style. Wine judges of the day would have been impressed by the overall volume of fruit, concentration and substantial extract; elements that would have suggested long term aging potential. The 1966 Penfolds Bin 620 Coonawarra Cabernet Shiraz reached its peak during the late 1980s. Occasionally a great bottle will surface from a perfect cellar. However, it will always be remembered as one of Coonawarra's greatest wines.

"The 1966 Bin 620 Coonawarra Cabernet Shiraz. Brick red. Complex Liquorice/mulberry/leafy/menthol/brine/boot polish aromas and flavours. The palate is still substantial and muscular with plenty of rich evolved mulberry/bitumen/sweet fru it flavours and dominantly strong firm tannins". Rewards of Patience Edition VI 2008.

ABOUT COONAWARRA, SOUTH AUSTRALIA

South Australia's Coonawarra is a unique isthmus of vineyards famed for its Cabernet Sauvignon and Shiraz vines grown on free-draining terra rossa soils. The long 15 kilometre strip of weathered limestone, terra rossa soils, relatively cool climate, a winter rainfall pattern and superb access to water aquifers make Coonawarra an ideal place to grow slow-ripening Cabernet Sauvignon and Shiraz. Flat and unprotected, it can be exposed to the swinging influences of the cool Great Southern Ocean and warm, sometimes hot, dry northerly winds.

Coonawarra Cabernet Sauvignon is prized for its superb aromatics, voluminous richness, seductive texture and lasting quality, while Shiraz is celebrated for its spicy aromatics, fine grained tannins and elegant structure.

ABOUT PENFOLDS COONAWARRA VINEYARDS

The reputation, history and development of Penfolds wines are inextricably linked with Coonawarra's historic vineyards. At the very heart of Penfolds winemaking philosophy is the requirement of the "right fruit". The purchase of the Kalimna Vineyard in 1945 and the subsequent acquisition of vineyard land in Coonawarra during the early 1960s established Penfolds fine wine credentials. Blocks 5, 10 and 20, the source of 2008 Penfolds Bin 620 Coonawarra Cabernet Shiraz, are some of the oldest plantings in the region.

The low-yielding vines, trellised on a single wire, are anchored in Coonawarra's ancient terra rossa over limestone soils. The mature roots sink several metres into the substrata picking up minerals and pure artesian water. Sustainable viticulture and canopy management are standard practice.