



November 2011

Beijing China to host first global tasting for revered wine reference text Rewards of Patience Edition VII

On Monday 14 November Penfolds will stage the first ever international *Rewards of Patience* tasting for the upcoming seventh edition of the winery's revered global text in Beijing, China. This activity signifies the importance of the China and Asia market to Penfolds and the international stature of one of Australia's most loved and respected wine labels.

This tasting will focus on communicating the history, heritage, stories and exceptional quality of the Penfolds wine collection with a focus on Bin 707 Cabernet Sauvignon, an eloquent expression of Cabernet Sauvignon which represents the Penfolds house red wine style at its most rich and powerful from the inaugural 1964 Bin 707 to the 2009 vintage (released in 2012) and the 2010 vintage to be released in 2013.

Released every five years, this text incorporates the independent opinions of internationally renowned wine journalists from Asia, the Americas, Europe and Australia who share their wine-by-wine assessment of the drinking and cellaring potential of all Penfolds wines. The text is edited by Andrew Caillard MW and is a unique tome in the world of wine – no other winery in any country opens its museum cellar to an external, independent assessment of its wines extending back across over half a century.

Penfolds Chief Winemaker Peter Gago said, "This is a truly significant occasion for Penfolds. Never before have we hosted such a tasting outside of Australia. We are reinvigorating the format of our tasting events on a global stage, with high-profile international judges. This tasting is also a special occasion as we will preview future vintages of Bin 707 Cabernet Sauvignon pre-release.

The Beijing tasting will include a panel of distinguished judges from across Asia, together with Penfolds Chief Winemaker Peter Gago and author Andrew Caillard MW. The tasting will focus specifically on Penfolds luxury wine, **Bin 707 Cabernet Sauvignon** – from the inaugural 1964 Bin 707 to the 2009 vintage (released in 2012) and the 2010 vintage to be released in 2013.

The China judging panel includes:

- *Demei Li* (oenologist and wine writer)
- *Fongyee Walker* (wine columnist; director and senior wine consultant);
- *Poh Tiong* (publisher/editor of The Wine Review; Chinese Bordeaux Guide and Asian Sommelier Guide)
- *Simon Tam* (Head of Wine, Christie's China)
- *Chantal Chi* (Wine writer)
- Edward Ragg (Wine writer, educator and consultant based in Beijing, co-founded Dragon Phoenix Fine Wine)
- Lin Yu Sen (Taiwan) (wine book author and a freelance contributor and columnist on wine for several magazines in Taiwan and China. Editor to Decanter's Chinese publication.

Three more Rewards of Patience tastings will take place in Australia, the Americas and Europe in 2012 including a local expert panel from each region.

Ends

About Penfolds Rewards of Patience

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About Penfolds

Penfolds has been producing an impressive array of wines since 1844 and 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.

About Bin 707 Cabernet Sauvignon

Bin 707 Cabernet Sauvignon celebrated its first vintage in 1964. The overall winemaking philosophy represents the Penfolds house red wine style at its most rich and powerful. Bin 707 was named by a marketing executive who had previously worked for the Australian Airline Qantas. Bin 707 was the proud recipient of the prestigious George Mackey Memorial Trophy (for 2003 vintage) for best export wine for 2005-06. This wine is only made in exceptional vintage years in small quantities.

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