



**MEDIA RELEASE**

**THE PENFOLDS COLLECTION – A WINE COLLECTION LIKE NO OTHER**

*“There are Penfolds collections then there is THIS collection! Visually and pedigreed, probably the finest in the world...coveted by many.” Penfolds Chief Winemaker, Mr Peter Gago*

Hedonism Wines (London) presents an opportunity to invest in a piece of winemaking history, ‘The Penfolds Collection’.

In what is thought to be the finest set of Penfolds wines ever to be sold, ‘The Penfolds Collection’ includes a full vertical of signed Grange spanning six decades, from the experimental first vintage of 1951 through to current vintage of 2007. Each bottle has been authenticated and signed by one of Penfolds Chief Winemakers including Max Schubert, John Duval, and Peter Gago – masters of Grange, past and present.

Assembled for the ultimate wine connoisseur, ‘The Penfolds Collection’ also includes a set of thirteen magnum cases, including cases of Penfolds 2004 Bin 60A (James Suckling 100 point wine) and Penfolds 2008 Bin 620 Coonawarra Cabernet-Shiraz. In addition, the buyer will be sent a case of Penfolds Icon & Luxury<sup>1</sup> wines upon release for the next decade; and the Penfolds wine team will work with the buyer to acquire £50,000 of unique Penfolds wines to tailor ‘The Penfolds Collection’ to the buyer's taste.

To store the finest collection of Penfolds wines ever assembled, the owner of ‘The Penfolds Collection’ will be entitled to the ultimate bespoke Penfolds cellar built in their own home. This may be an extension to an existing cellar, or a brand new installation<sup>2</sup>.

The buyer of the ‘Penfolds Collection’ will also be flown to the home of Penfolds, the Magill Estate in Adelaide, for a unique VIP tour with the member of the winemaking team. Here the buyer will receive two nights’ accommodation and a private guided tour of Penfolds including a trip to the Penfolds Kalimna homestead and Block 42, the oldest continuous producing cabernet vines in the world. As well as tasting wines direct from the Penfolds cellar; the experience is rounded off with the culinary delights of the Penfolds Magill Estate Restaurant.

To complete the ultimate Penfolds experience, the buyer is eligible to VIP access at future Penfolds re-corking clinics, the pinnacle of after sale service in the world of wine.

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<sup>1</sup> The Penfolds Icon & Luxury range includes Penfolds Grange, Yattarna, Bin 707, Reserve Bin A, Bin 169, Magill Estate, RWT and St Henri.

<sup>2</sup> Cellar installation to the value of £50,000



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Hedonism Wines buyer Alistair Viner said: “This is an incredible once in a lifetime opportunity to purchase something truly special in the world of wine from one of the world’s greatest wineries.”

‘The Penfolds Collection’ includes several legends of the wine world. The 1955 Grange was named in the top 12 wines of the twentieth century by Wine Spectator magazine; the 1990 was cited as ‘Wine of the Year’ by the same magazine in 1995; and in 1995 influential wine critic Robert Parker scored the 1976 Grange, a 100 point wine. Just a few vintages which demonstrate a mastery of excellence over the six decades.

The Penfolds Collection goes on sale at Hedonism wines this month priced £1.2 million (\$AUS 1.8 million).

## **NOTES TO EDITORS**

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## **ABOUT PENFOLDS**

Penfolds has been creating an impressive array of wines since 1844 and many would agree, 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 HEDONISM**

Located in the heart of London’s Mayfair, Hedonism is a new fine wine and spirits boutique which has already become the most talked about wine project of recent times. The UK's best buyers have sourced around 1500 spirits and 4500 wines, taking the crème de la crème from each region of the world whilst carefully checking the provenance of every bottle.

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