Penfolds is pleased to announce the annual Bins release, an important launch that is distinguished by a significant anniversary of one of its most revered labels Bin 389, and the release of the first two Bins from the impressive 2010 vintage.

Penfolds Chief Winemaker Peter Gago says early indications suggest 2010 may well be one of the great Penfolds vintages - particularly for wines from the Barossa Valley, South Australia. Peter describes 2010 as “the much-waited Millennium Vintage that arrived a decade late.” The red winemaking team believes that it was their vintage of the decade.

The quality of this 2012 Bin release, which spans three vintages, is testament to the winemaking team’s expertise and experience in fruit selection, vineyard management and parcel blending. Along with Peter Gago and senior winemakers, Steve Lienert and Kym Schroeter, the winemaking team includes Andrew Baldwin, Adam Clay, Matt Woo and Stephanie Dutton.

Of course, the very special 50th consecutive release of Penfolds Bin 389 amplifies this Bin release to one of particular importance. First made in 1960, Penfolds Bin 389 helped to build Penfolds global reputation with red wine drinkers. It is now one of the most traded wines on the secondary market and Australia’s most popular auction wine. This 50th release is definitely then one for the collectors and Bin 389 aficionados.

The Penfolds Bin collection began with the first experimental bottling of 1951 Bin 1 Grange Hermitage. These and every subsequent bottling would not be possible today without the innovations and advances made by the early pioneers of Penfolds and the Australian wine industry.

Dr. Ray Beckwith OAM, one of the unsung pioneers of the modern Australian wine industry and an early Penfolds wine chemist, celebrated his 100th birthday in February 2012. Dr Beckwith was a pivotal figure in the Australian wine science scene and his work in pH and malolactic fermentation, had a profound generational effect on winemaking philosophy globally. Such innovations by Dr Beckwith enormously assisted Max Schubert and facilitated the introduction of Penfolds Grange and the Bin collection.

Penfolds Bin wines represent the heart of the Penfolds range in terms of quality, philosophy, accessibility and choice. They are perfect exponents of the Penfolds ‘House Style’ of multi-regional blends and highly stylised regional wines.

Now over half a century since their genesis, each Bin label sets a benchmark for quality.
The 2012 Bin collection includes:

- 2011 Penfolds Bin 51 Eden Valley Riesling  
  RRP: $32.99
- 2011 Penfolds Bin 311 Henty Chardonnay  
  RRP: $39.99
- 2011 Penfolds Bin 23 Adelaide Hills Pinot Noir  
  RRP: $39.99
- 2010 Penfolds Bin 138 Barossa Valley Grenache Shiraz Mourvèdre  
  RRP: $37.99
- 2010 Penfolds Bin 128 Coonawarra Shiraz  
  RRP: $37.99
- 2009 Penfolds Kalimna Bin 28 Shiraz  
  RRP: $37.99
- 2009 Penfolds Bin 407 Cabernet Sauvignon  
  RRP: $64.99
- 2009 Penfolds Bin 150 Marananga Shiraz  
  RRP: $74.99
- 2009 Penfolds Bin 389 Cabernet Shiraz  
  RRP: $74.99

The background and quality of the 2012 Bin Release wines are highlighted below:

**2011 PENFOLDS BIN 51 EDEN VALLEY RIESLING**

Penfolds Bin 51 Eden Valley Riesling captures the essence of the Eden Valley Riesling style. The region’s high altitude and cool climate produces Riesling with great complexity and capacity for long term cellaring. South Australia has a reputation for producing definitive Australian Riesling with the Eden Valley at the head of the field.

The 2011 vintage was characterised by plentiful rains, however lower than average temperatures and abundant rainfall during the growing season, veraison and harvest produced a vintage that challenged both winemakers and viticulturists alike. After fermentation the wine was quickly and sensitively prepared for bottling to retain varietal purity. Lifted aromatics of lemon/lime citrus, lemon sherbet, citrus blossom and hints of tropical fruits precede concentrated flavours of lime juice, citrus fruits and mouthwatering mineral acidity combine to offer impressive structure and length of flavour.

**2011 PENFOLDS BIN 311 HENTY CHARDONNAY**

Penfolds Bin 311 Chardonnay – first vintage 2005 – stylistically is based on the best cool-climate fruit from one single region in a given vintage. The fresh elegant wine is based on fruit complexity and naturally balanced acidity. All Bin 311 Chardonnay grapes are derived from highly elevated, cool-climate vineyards. Most of the earlier vintages were sourced from Tumbarumba on the slopes of the Snowy Mountains in New South Wales. Fruit for this release was obtained from the cool Henty region in South West Victoria.

Matured in seasoned French oak barriques, Bin 311 displays exuberant aromatics - with lemon meringue, replete with nougat. The palate delivers pink grapefruit and bright citrus flavours. Sensitive lees handling and duration has enhanced mouthfeel and texture—inducing an even palate, yet retaining minerality and structural tightness.

Balance, elegance, drinkability. More please!
2011 PENFOLDS BIN 23 ADELAIDE HILLS PINOT NOIR

The Penfolds Bin 23 Pinot Noir derives its name from Maturation Cellar 23 at Magill Estate where the wine is matured in barrique. Bin 23 was developed after the success of a dozen vintages of the limited edition Cellar Reserve Adelaide Hills Pinot Noir. A style reflecting its regional definition, showing the complexities of the many and varied clones of Pinot Noir.

The 2011 is hand-picked, 18% whole-bunch inclusion. Instantly varietal, instantly Pinot Noir. Dark cherry, kirsch. Sour sob/dandelion/tomato-leaf/grilled capsicum herbal notes combine with Asian spices to evocatively entice. Sappy; some oak detected. The palate is a generous amalgam of sour cherry, beetroot and rhubarb. Secondary flavours mirroring a terrine of old-fashioned vegetables – parsnip, turnip, pumpkin, layered with sliced cold-beef, cold-ham. Silky, softened tannins, supportive oak.

“An impressive result from arguably the most challenging Adelaide Hills harvest in many, many years … A tiny make in 2011 – following a very strict vineyard and barrel cull. Ready now. This Pinot Noir’s 13.5% alc v/v certification welcomed!”

2010 PENFOLDS BIN 138 GRENACHE SHIRAZ Mourvèdre

Peter Gago says of this wine “The contribution of each variety is sotto voce yet the wine evokes the richness and generosity of the Barossa landscape”. The release of this 2010 wine is an early indicator of what lies ahead …

“The complete package – a perfumed and sensory Grenache/Shiraz/Mourvèdre delight … confirming that the Barossa is not just ‘big & bold’! This Bin 138 release exits the first decade of the third millennium AD with some aplomb! Contented, confident and classic spoils of the Barossa.”

2010 PENFOLDS BIN 128 COONAWARRA SHIRAZ

The 2010 Penfolds Bin 128 Coonawarra Shiraz is a promising release from what is predicted to be one of the great Penfolds vintages. Created in 1962, Penfolds Bin 128 is a regional wine that reflects the unique conditions of South Australia’s Coonawarra district - allowing the creation of elegant, cooler-climate Shiraz.

“A single-region, alternative Shiraz offer … in 2010 comfortably with a greater emphasis on structure than flavour. begs food! A continued and vital Penfolds engagement with Shiraz from Coonawarra vineyards - now spanning well over half a century!”

2009 PENFOLDS KALIMNA BIN 28 SHIRAZ

Penfolds Bin 28 is a showcase for warm-climate Australian Shiraz ripe, robust and generously flavoured. First made in 1959, Bin 28 is named after the famous Barossa Valley Kalimna vineyard purchased by Penfolds in 1945 and from which the wine was originally sourced.

“A courageous follow-on to the stellar 50th 2008 release … No apologies - typical Bin 28 with its trademark early or later drinking option of choice. Decanting mandatory – to unleash and open up what lurks beneath this tightly-coiled marquee.”
2009 PENFOLDS BIN 407 CABERNET SAUVIGNON

Inspired by Penfolds Bin 707, Bin 407 offers varietal definition and approachability, yet retaining structure and depth of flavour. A textbook Cabernet Sauvignon, the varietally expressive Bin 407 highlights the rewards of Penfolds multi-region, multi-vineyard blending, with a core of ripe fruit supported by a sensitive use of French and American oak.

“The 2009 South Australian harvest has delivered a ripe and fruit-driven Bin 407, well-equipped for its medium-term cellaring journey. This twentieth release of Bin 407 will not disappoint – remaining true to the original Bin 407 stylistic template.”

2009 PENFOLDS BIN 150 MARANANGA SHIRAZ

First vintaged in 2008 and Penfolds first sub-regional wine. Marananga lies at the centre of the Barossa floor and its warm dry conditions and rich red soil have for decades produced fruit of exceptional quality, often contributing to Penfolds Grange. Conceived from the soils of this ancient place, Penfolds Bin 150 is framed by a mix of new and old, French & American oak.

A commendable follow-on from the inaugural 2008 release - volume, depth, layered and textured – a substantial package. A Marananga flag-bearer, authentically coloured with the area’s distinctive tannins and juniper flavours. Complete and confident in its own right … very different to its older Barossa Valley sibling, RWT, or for that matter, any Penfolds Kalimna derivative!

2009 PENFOLDS BIN 389 CABERNET SHIRAZ

Penfolds Bin 389, the classic South Australian multi-district blend proudly celebrates its 50th consecutive release. First made in 1960, this wine helped to build Penfold’s global reputation with red wine drinkers and is now one of the most traded wines on the secondary market. One for the collectors and wine aficionados.

“A Penfolds nose with all the trimmings contented oak backstage; notwithstanding, an important supporting role. A lively palate. Intense, generous and vibrant fruits – with volume! Structurally, everything in place, in tune.

Through thick and thin, across all vintages, Bin 389 always delivers – benefiting from over half a century of practice! Certainly a solid Bin 389 – Cabernet and Shiraz indistinguishable in their contribution. What do they say … we wouldn’t have it any other way!”
Looking back on Bin 389 Cabernet Shiraz

- Affectionately known as ‘Poor Man’s Grange’ or by the Americans as ‘Baby Grange’, in part because components of the wine are matured in the same barrels that held the previous vintage of Grange. The wine has a similar lasting quality.

- The first Bin 389 – named after its original ‘binning’ compartment at Penfold’s – was released during a period of intense innovation and experimentation at Penfolds.

- Bin 389 has become a sentimental and enduring favourite among wine consumers and collectors. Many wine buyers purchase Bin 389 annually simply because it’s delicious to drink – even when first released. Collectors appreciate it because the wine, especially in top vintages, has an enduring and memorable quality.

- Bin 389 has featured consistently in the benchmark Langton’s Classification of Australian Wine since the listing was first published in 1991.

- In the context of the world wine market, Bin 389 is a ‘super-second’ Australian wine with a wonderful track record of fulfilling its ageing potential.


The Bin collection is available from Penfolds Cellar Door – Magill Estate, 78 Penfolds Road Magill SA 5072 Tel: (08) 8301 5569 and Penfolds Cellar Door – Tanunda Road, Nuriootpa SA 5355 Tel: (08) 8568 9290.

The 2012 Bin collection is also available nationally from fine wine stores from Thursday March 1st, 2012.

For more information on the wines, including in-depth tasting notes visit www.penfolds.com.

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