



Media Release

Embargoed until 9PM Wednesday, 24 July 2013 (Melbourne EST)

Penfolds announced as 'Winery of the Year' by leading wine authority, James Halliday AM

Wednesday July 24th, 2013: Magill Estate Winery, South Australia. Penfolds has been awarded the prestigious title of 'Winery of the Year' at the inaugural James Halliday Australian Wine Companion Awards, held in Melbourne this evening.

Selected by James Halliday AM, this is the first year Penfolds has received the accolade from Halliday, after he announced Penfolds as "one of the greatest wine companies in the world."

A significant and sought-after accolade, the award for 'Winery of the Year' was complemented by the announcement that two Penfolds wines had also received top honours in the Shiraz and Cabernet Sauvignon varietal awards.

2008 Grange received the award for best Shiraz, followed by the 2010 Penfolds Bin 169 Coonawarra Cabernet Sauvignon, which received 98 points by Halliday and received the award for best Cabernet Sauvignon.

With both wines forming part of the striking 2013 Penfolds Icon and Luxury Collection, the award-wins are a true celebration of the commitment and dedication of the Penfolds winemaking and viticulture teams.

"The Penfolds winemaking team is delighted to receive the Wine Companion's Winery of the Year Award. The Shiraz and Cabernet awards are symbolically of great importance to our team, past and present – one reinforcing the continuation of the quality & aspirations of a traditional and time-honoured Penfolds style (Grange), the other acknowledging a brand new Penfolds style and pursuit (Coonawarra Bin 169)," says Peter Gago, Penfolds Chief Winemaker.

The awards, which showcase outstanding quality in the Australian wine industry, were announced to over 200 guests, ahead of the release of the 2014 James Halliday Australian Wine Companion on Thursday, 25th July.

For further details about Penfolds and the range of wines, including in-depth tasting notes, please visit: www.penfolds.com.

- ends -

Editors Notes:

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 under the Penfolds masthead.

2008 Grange

Grange is arguably Australia's most celebrated wine and is officially listed as a Heritage Icon of South

Australia. Grange has an unbroken line of vintages from the experimental 1951 and clearly demonstrates the synergy between Shiraz and the soils and climates of South Australia. Penfolds Grange utilises fully-ripe, intensely-flavoured and textured Shiraz grapes. The result is a unique Australian style that is recognised as one of the most consistent of the world's great wines. The Grange style is the original and most powerful expression of Penfolds' multi-vineyard and multi-district blending philosophy.

"No DNA check required – an immediate familial link to the 1998 Grange convincingly transcends both a decade and the transitional closure of a millennium." Peter Gago, Penfolds Chief Winemaker

2008 Grange Key Accolades:

- July 2013 - Shiraz Varietal Award, 98 points, *Australian Wine Companion*, James Halliday (AUS)
- June 2013 - 100 points, *Wine Spectator*, Harvey Steiman (US)
- June 2013 - Best of the Best Honouree, International Red Wines, *The Robb Report* (US)
- March 2013 - 100 points, *Robert Parker's Wine Advocate*, Lisa Perrotti-Brown (US)
- March 2013 - 20/20, *Weinzeitung* (SWI)

2010 Penfolds Bin 169 Coonawarra Cabernet Sauvignon

Created to reflect Penfolds contemporary winemaking approach, emphasising both regionality and maturation of Cabernet Sauvignon in fine grained French oak. A style that is immediately Penfolds, whilst simultaneously illustrative of its ongoing search for diversity and style separation. An honest reflection of the region and a testament of Penfolds' longstanding commitment to the vineyards of Coonawarra.

"Ticks all the boxes: 1. Contemporary 2. Regional 3. Classic 4. Varietal 5. Penfolds And yet, erringly one outside of the (Penfolds stylistic) box!" Peter Gago, Penfolds Chief Winemaker

For further information:

Ildi Ireland / +61 3 407 058 862 / ildi.ireland@penfolds.com

Katheryn Sidders / +61 3 400 298 591 / katheryn.sidders@penfolds.com