



PENFOLDS FINEST EXPRESSIONS UNVEILED IN  
2013 ICON AND LUXURY COLLECTION

AVAILABLE FROM THURSDAY 2ND MAY, 2013

Magill Estate Winery, South Australia. 2008 Grange leads a striking collection of wines in this year’s Penfolds Icon and Luxury collection release—wines that reflect the great Australian spirit, impeccable provenance, winemaking philosophy, heritage and the passions and dedication of generations of winemakers.

As the ultimate expression of the time-honoured Penfolds tradition of sourcing the best fruit from the best regions and skilfully blending to the Penfolds house style, the Icon and Luxury collection holds special significance amongst generations of wine collectors.

Continuing a line of unbroken vintages from the 1951 ‘experimental’, Grange continues to be a much awaited release and this year’s 2008 vintage is no exception. 2008 Grange continues to evolve and surprise with the 2008 vintage characters delivering a powerful yet beautifully seductive and richly concentrated wine.

“Somewhat intimidating? Yes. Brazen? Never. The 2008 Grange offers an immediate familial link to the 1998 Grange, convincingly transcends both a decade and the transitional closure of a millennium,” says Penfolds Chief Winemaker Peter Gago.

Renowned for their cellaring ability, the wines within this collection will live long and will grow finer with time. Many Penfolds vintages build up complexity and richness with further bottle maturation. There is an extra ethereal and textural quality that comes with patience. This is the reward for buying and cellaring Penfolds wines.

The 2013 collection also features five wines from South Australia’s 2010 vintage, which the winemaking and viticulture teams have praised as one of the truly great Penfolds vintages.

“2010 began with full soil profiles courtesy of generous winter rains, followed by a long, dry ripening period through January and February which allowed for exceptional flavour development,” says Barossa Vineyard Manager, George Taylor.

For red wines in particular, the wines from 2010 within this collection including Penfolds Bin 707 Cabernet Sauvignon and Penfolds RWT Barossa Valley Shiraz show impressive style, longevity and balance.

The quality of the 2013 Icon and Luxury collection, 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.

**THE PENFOLDS 2013 ICON AND LUXURY COLLECTION INCLUDES:**

*RRPs are in Australian dollars.*

2008 Grange	\$785.00
2010 Yattarna Chardonnay	\$130.00
2010 Penfolds Bin 707 Cabernet Sauvignon	\$350.00
2010 Penfolds Bin 169 Coonawarra Cabernet Sauvignon	\$350.00
2010 Penfolds Magill Estate Shiraz	\$130.00
2010 Penfolds RWT Barossa Valley Shiraz	\$175.00
2009 Penfolds St Henri Shiraz	\$95.00

The 2013 Icon and Luxury collection will be available from Thursday 2nd May at fine wine stores nationwide and the 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 8590. For more information on the wines, including in-depth tasting notes visit [www.penfolds.com](http://www.penfolds.com).

**EDITOR'S NOTES:**

The background and quality of the 2013 Icon and Luxury collection wines are highlighted below, together with commentary from Penfolds Chief Winemaker, Peter Gago:

**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. 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."

**2010 YATTARNA CHARDONNAY**

Launched in 1998 with the 1995 vintage, Yattarna Chardonnay is the result of one of the most comprehensive, focused and highly publicised wine development projects ever conducted in Australia. The aspiration and independence of mind across generations of Penfolds winemaking inspired the winery to embark on a program to create a white wine that stands alongside the standards of Grange. Selectively sourcing only the very best Chardonnay fruit from cool-climate regions, coupled with sensitive and enlightened winemaking, the style continues to evolve. Yattarna reflects Penfolds' patience and continued commitment to its original goal, its very name being drawn from the Aboriginal language, meaning 'little by little, gradually'. Each vintage provides the opportunity to further raise the quality bar.

"The 2010 Yattarna has stridently returned to Tasmania. Nothing stands still... what will next year's evolution deliver?"

**2010 PENFOLDS BIN 707 CABERNET SAUVIGNON**

Bin 707 is a Cabernet Sauvignon reflection of Grange—intensely-flavoured fruit; completion of fermentation and maturation in new oak; expressing a Penfolds understanding of multi-vineyard, multi-region fruit sourcing. Bin 707 was first vintaged in 1964. The wine was not made from 1970 to 1975 when fruit was directed to other wines, nor in 1981, 1995, 2000, 2003 or 2011 (when fruit of the required style and quality was not available). Full bodied and with proven cellaring potential, Bin 707 retains a secure place among the ranks of Australia's finest Cabernets.

"Bin 707 unofficially re-defined in 2010: Gloss and sheen ('sparkle'), yet with depth and structure ('substance')... what more could be asked for?!"

**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!"

**2010 PENFOLDS MAGILL ESTATE SHIRAZ**

The single vineyard Magill Estate Shiraz is intrinsically linked to Penfolds beginnings. Sourced from the original Magill vineyard on the edge of Adelaide's eastern suburbs (just eight kilometres from the city's CBD), fruit is crushed, fermented and matured on-site at the original Penfolds Magill winery, established in 1844. First produced in 1983, Magill Estate Shiraz is an elegant, medium-weight style with velvety texture and fine tannins, matured in both French and American oak. It is a sleek, contemporary wine, yet crafted in the old fashioned way in the 160 year-old winery: hand-picked, vinified in open fermenters and then basket pressed.

"Yet again, a small-batch, highly-stylised/crafted wine nurtured to express both the vineyard and the workings of all things Magill."

#### 2010 PENFOLDS RWT BAROSSA VALLEY SHIRAZ

Penfolds RWT Shiraz presents an admirable alternative to the multi-regional sourcing and American oak maturation that are hallmarks of Grange, expressing instead, single-region Barossa Valley Shiraz matured only in French oak. The initials RWT stand for 'Red Winemaking trial', the name given to the project internally when developmental work began in 1995. Naturally, now no longer a 'Trial'! RWT Shiraz was launched in May 2000 with the 1997 vintage. Its style is opulent and fleshy, contrasting with Grange, which is more muscular and assertive. RWT is made from fruit primarily selected for its aromatic qualities and fine texture rather than sheer intensity or power of flavour. The result is a wine that helps to redefine Barossa Shiraz at the highest quality level.

"How to best describe the 2010 RWT? In half a dozen words or less—beguiling and daring to be different."

#### 2009 PENFOLDS ST HENRI SHIRAZ

St Henri is a time-honoured and alternative expression of Shiraz, and an intriguing counterpoint to Grange. It is unusual among high quality Australian red wines as it does not rely on any new oak. It was created in the early 1950s (first commercial vintage 1957) and gained a new lease of life in the 1990s as its quality and distinctive style became better understood. Proudly, a wine style that hasn't succumbed to the dictates of fashion or commerce. St Henri is rich and plush when young, gaining soft, earthy, mocha-like characters as it ages. It is matured in old, 1460 litre vats that allow the wine to develop, imparting minimal, if any oak character. Although a small proportion of Cabernet is sometimes used to improve structure, the focal point for St Henri remains Shiraz.

"Less assertive, less ostentatious than the highly regarded 2008... so maybe in the long-term, more St Henri?!"

#### FOR FURTHER INFORMATION:

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