



MEDIA RELEASE

Embargoed until Friday 28th February 2014

**2014 PENFOLDS BIN SERIES CELEBRATES PEDIGREE AND LINEAGE
WITH NEW VINTAGE RELEASE**

MAGILL ESTATE, SOUTH AUSTRALIA – In the winery’s 170th year, Penfolds is proud to release the 2014 Bin Series. Featuring 12 expressions, the Bin Series displays the benefits of the multi-regional blending and stylised winemaking philosophy, which Penfolds has upheld since 1844.

Released annually, this year’s collection celebrates the anniversary releases for two coveted Bins, together with the debut of an inaugural release – 2012 Bin 9 Cabernet Sauvignon, which displays ripe, bold flavours and highlights the art of multi-regional blending.

“The continued evolution of our Bin Series wines are a credit to the craftsmanship of the winemaking and viticulture teams,” says Chief Winemaker, Peter Gago.

“The climatic conditions prevailing across the three vintages of this release, 2011/2012/2013 couldn’t be any more different, and yet the Penfolds approach has delivered this offer of traditional Bins that are true to both style and expectation.”

The 2014 release is amplified with the 50th consecutive release of Bin 128 Coonawarra Shiraz. Exemplifying the cool-climate Shiraz which the Coonawarra is renowned for, 2012 Bin 128 embodies the evolutionary Penfolds winemaking practices and vineyard management from the last five decades.

2012 Bin 138 Barossa Valley Shiraz Grenache Mataro also celebrates a milestone, signifying 20 years since the first vintage in 1992. A wine known for developing savoury characters with age, the 2012 vintage displays overall richness, providing a benchmark Bin 138.

Spanning three vintages, the 2014 release also includes other signature Bin wines including the 2011 Penfolds Bin 389 Cabernet Shiraz and 2011 Penfolds Bin 407 Cabernet Sauvignon.

Penfolds white wines play an integral role in this collection with the 2013 vintages of Bin 311 Tumbarumba Chardonnay and Bin 51 Eden Valley Riesling.

“The 2013 vintage provided lower than average summer temperatures in Eden Valley, allowing grapes to slowly ripen, leading to strong flavour development – an exceptional foundation for

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Riesling,” says Senior White Winemaker, Kym Schroeter. “Similarly, the Chardonnay harvested from Tumbarumba resulted in a wine with great depth of flavour, minerally in style and with exceptional ageing potential – a release to join other celebrated Bin 311 vintages including 2008 and 2010.”

The Bin Series, as we know it today, were first created by former Chief Winemaker Max Schubert and named after the numbered ‘bins’ within the Penfolds cellar, where the wines were stored. With the ambition to create ‘a dynasty of wines’ which all had an unmistakable resemblance to each other’, the Bin Series offers superior quality, accessibility and choice. The first wine created in the series was Bin 28 Kalimna Shiraz, (1959), a wine initially made whilst Grange was still being crafted in secrecy. Originally a single vineyard wine, Bin 28 now characterises Penfolds contemporary winemaking philosophy, with fruit sourced from premium vineyards across several regions, including the Barossa Valley and McLaren Vale.

“Penfolds Bin Series wines are crafted from fruit sourced off vines aged between eight and over 90 years old – such is the depth of our vineyards,” says Barossa Vineyard Manager, George Taylor. “From the terra rossa soils of Coonawarra to the sandy loams at Kalimna, the strength of Penfolds lies in our ability to source parcels of fruit from each region at its optimum ripeness and the wines from the 2014 Bin Series release were no exception.”

The 2014 Bin Series includes:	RRP:
2011 Bin 389 Cabernet Shiraz	\$80.00
2011 Bin 407 Cabernet Sauvignon	\$80.00
2011 Bin 150 Marananga Shiraz	\$80.00
2011 Bin 28 Kalimna Shiraz	\$40.00
2012 Bin 128 Coonawarra Shiraz	\$40.00
2012 Bin 138 Barossa Valley Shiraz Grenache Mataro	\$40.00
2012 Bin 8 Cabernet Shiraz	\$45.00
2012 Bin 9 Cabernet Sauvignon	\$30.00
2012 Bin 2 Shiraz Mourvèdre (Released July 2013)	\$30.00
2013 Bin 311 Tumbarumba Chardonnay	\$40.00
2013 Bin 23 Adelaide Hills Pinot Noir	\$40.00
2013 Bin 51 Eden Valley Riesling (Released August 2013)	\$30.00

*** RRP's are in Australian Dollars**

The 2014 Bin Series is available from Thursday 6th March at fine wine stores nationwide and the Penfold Cellar Doors – Magill Estate, 78 Penfolds Road, Magill SA 5072, Tel: (08) 8301 5569 and Barossa Valley – Tanunda Road, Nuriootpa SA 5355, Tel: (08) 8568 8408.

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EDITOR'S NOTES

The background of the 2014 Bin Series wines are highlighted below:

2011 Penfolds Bin 389 Cabernet Shiraz

First made in 1960, by Max Schubert, this was the wine that helped to build Penfolds solid reputation with red wine drinkers. Combining the structure of Cabernet with the richness of Shiraz, Bin 389 also exemplifies Penfolds skill in judiciously balancing fruit and oak.

First vintage: 1960

Standout vintages: 1982, 1986, 1988, 1989, 1991, 1994, 1996, 1998, 2002, 2004, 2006, 2008, 2009 and 2010

2011 Penfolds Bin 407 Cabernet Sauvignon

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 sensitive use of French and American oak.

First vintage: 1990

Standout vintages: 1990, 1991, 1996, 1998, 2002, 2004, 2008, 2009 and 2010

2011 Penfolds Bin 150 Marananga Shiraz

Showcasing Marananga, this release of Bin 150 delivers a medium to full-bodied wine, framed by a mix of oaks; French and American, old and new.

First vintage: 2008

Standout vintages: 2008 and 2010.

2011 Penfolds Bin 28 Kalimna Shiraz

Penfolds Bin 28 offers a showcase of warm-climate Australian Shiraz - ripe, robust and generously flavoured. First made in 1959, Bin 28 today is a multi-region, multi-vineyard blend, with the Barossa Valley always well represented. It provides a substantial proportion of the fruit for this vintage.

First vintage: 1959

Standout vintages: 1971, 1977, 1978, 1986, 1989, 1990, 1991, 1994, 1999, 2002, 2006, 2008 and 2010



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2012 Bin 128 Coonawarra Shiraz

Created in 1962, Penfolds Bin 128 is a regional wine that reflects the unique climate and growing conditions of South Australia's Coonawarra district and the relatively elegant style of cool-climate Shiraz. From the 1980 vintage, French oak replaced American, highlighting the pepper, spice and floral characteristics that define this style. Since this time, enhanced attention to fruit flavour ripeness has structurally resulted in a more complete wine style.

First vintage: 1962

Standout vintages: 1994, 1996, 1998, 2002, 2004, 2006, 2008 and 2010

2012 Bin 138 Barossa Valley Shiraz Grenache Mataro

Sourced from old, low-yielding Barossa Valley vines, this is one of the few Penfolds wines that remains in component form during older, oak maturation and is blended just prior to bottling.

First vintage: 1992

Standout vintages: 2006, 2008, 2009 and 2010

2012 Bin 2 Shiraz Mourvèdre

The Bin 2 blend of Shiraz and Mourvèdre is still relatively uncommon in Australian table wines. Also known as Mataro or Monastrell, Mourvèdre was introduced to Australia in the 1830s. Sometimes used in fortified wine production, this grape is widely planted in the Barossa Valley. It is greatly valued by winemakers for its blending attributes, adding complexity and palate grip.

First vintage: 1960

Standout vintages: 2008 and 2010

2012 Bin 8 Cabernet Shiraz

Bin 8 has been crafted in the traditional Penfolds style, introduced in response to an interest in Cabernet Shiraz blends.

First vintage: 2003

Standout vintages: 2006, 2008, 2010

2012 Bin 9 Cabernet Sauvignon

Bin 9 Cabernet Sauvignon shows characteristics of dark fruits and chocolate, with a seamless synergy of ripe and bold flavours. Overall fruit concentration and firm tannin structure will allow the wine to cellar for the medium term.

First vintage: 2012



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2013 Bin 23 Adelaide Hills Pinot Noir

The relationship between Penfolds and the cool climate, high altitude Adelaide Hills wine region continues to grow from strength-to-strength with this Bin 23 Pinot Noir, following in the footsteps of the success and development of the Penfolds Cellar Reserve Adelaide Hills Pinot Noir.

First vintage: 2009

Standout vintages: 2010, 2012

2013 Bin 311 Tumbarumba Chardonnay

Bin 311 Chardonnay is sourced from a single cool-climate region and each year the fruit selection is made to reflect the Bin 311 style. In 2013, fruit sourcing has come from Tumbarumba—one of Australia's most exciting cool-climate, high altitude viticultural districts.

First vintage: 2005

Standout vintages: 2008, 2009 and 2010

2013 Bin 51 Eden Valley Riesling

Created in the 1990s as part of the evolving Penfolds white wine development program, Penfolds Bin 51 Eden Valley Riesling captures the attributes of Eden Valley. The region's high altitude and cool climate induces Riesling with great finesse, elegance and capacity for long term cellaring.

First vintage: 1999

Standout vintages: 2002, 2004, 2005, 2008 and 2010

THE BIN SERIES HERITAGE:

Officially the Bin Series was born in 1959. But in truth our first Bin wine was created in 1951 by former chief winemaker, Max Schubert. Back then the experimental wine was simply known as Bin 1, referring to its storage location in Penfolds cellars while ageing. 1952 was Bin 4. Later vintages carried various designations as Max continued to refine what was to eventually become the most lauded wine in Australian history. By 1964 the designation was standardised as 'Bin 95'. Grange, as it's more famously known, now holds a place so exalted in the pantheon of wine that in 2001, it became a national heritage icon. Grange was of such rare importance and so influential that it became the first in a long and illustrious 'bloodline', defining a Penfolds style and philosophy that inspired a dynasty of wines, with an unmistakable resemblance and relationship to each other. It is this pedigree and lineage that lives on in the Bin range and makes it such a celebrated family of wines.

ABOUT PENFOLDS:

'1844 To Evermore!'... It was the slogan to launch a winemaking legacy. Through a union of passion, commitment, courage and patience, this winemaking legacy flourishes throughout the world today. For 170 years, Penfolds has cultivated a reputation on winemaking excellence; achieved through a unique alchemy of distinguished vineyards and viticultural caretakers, exceptional winemaking

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resources and a rich history of outstanding winemakers. These master craftsmen and women have served as silent custodians of the Penfolds stable, an Australian tradition steeped in wine lore and the spirit of generosity. As well as honouring traditional winemaking values, Penfolds cultivates a spirit of experimentation and innovation, as evidenced from secret ‘bottlings’ such as Grange in 1951. Through the passing of time such innovations have become the great traditions for new generations. Today, 170 years from its initial declaration, Penfolds winemaking legacy continues and the house remains one of Australia’s most revered ... now and ‘evermore’.

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