



MEDIA RELEASE

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**PENFOLDS CELEBRATES 170 YEARS OF WINEMAKING WITH A
SYMBOLIC ARTISAN COLLABORATION**

PIMLICO, LONDON - Penfolds is proud to unveil a remarkable collaboration to mark 170 years of winemaking heritage. In its anniversary year, 'LINLEY for Penfolds' celebrates the birthplace of Dr Christopher Rawson Penfold, the founder of Penfolds, and is the ultimate expression of artisan craftsmanship.

The collaboration brings together an extraordinary commission to befit an extraordinary wine, the 2010 Bin 170 Kalimna Shiraz.

Created only once before in 1973, Bin 170 is a single block, single vineyard wine, sourced exclusively from old vines planted in the ancient soils of Block 3C, Kalimna Vineyard located in the Barossa Valley, South Australia.

To commemorate this limited edition fine wine release, Penfolds commissioned British cabinet maker, David Linley, through his luxury brand LINLEY, to create a number of bespoke signature cases using time-honoured and modern techniques.

The collaboration was inspired by Max Schubert's 'secret' Grange vintages and celebrates the 'secret craft' of winemaking passed down from generation to generation. The result is a symbolic connection of two countries through history and materials – English oak from the birthplace of Penfolds founder Dr Christopher Rawson Penfold and fumed eucalyptus reflecting his new home, Australia.

Chief Winemaker Peter Gago, says; "This is such a befitting partnership. David Linley and his team of fine craftsmen share many of the values that Penfolds has honoured since it was founded in 1844. It is a pleasure to share such vision with LINLEY on this project."

In total, seven imperial (six litre) bottle cases have been crafted for the collaboration, featuring the attention to detail, ingenuity, creative spirit and sophistication that the LINLEY brand is renowned.

Opening the case is an occasion in itself. It features a bespoke compass marked with intricate detail and precision engraving. To open each imperial case one must turn the precious jade inset dial to the

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longitude and latitude coordinates of Magill Estate – (-34, 138) – Penfolds spiritual home. Only then can the case be opened, to reveal the magnificent imperial bottle within.

Other features include a detailed Penfolds crest on the box exterior, created using the meticulous and labour intensive discipline of marquetry inlay. A secret drawer built into the box that is, according to LINLEY, “one of the most challenging features to include in a piece of furniture.” The drawer contains a stunning photographic journey of Kalimna Block 3C as well as a Certificate of Authenticity.

The drawer lid will be customised by LINLEY with the purchaser’s name and bottle number (from one to seven). The imperial case also includes a synthetic hygrometer combined with a bimetal thermometer to measure the perfect room climate, a barrel inspired interior and a bespoke wine pourer.

A limited edition LINLEY for Penfolds magnum case and 750 ml bottle case have also been crafted for this special release.

“LINLEY and Penfolds both strive to create the very finest products possible, whether this is wine or furniture, the aim remains the same – to produce something of a superlative quality using the best techniques and finest craftsmen and winemakers. Just as LINLEY push the boundaries to create innovative pieces of furniture, so too do Penfolds innovate and experiment to craft Australia’s most iconic wines. This important collaboration demonstrates the best of both brands,” says David Linley.

The collaboration extends to a bespoke Penfolds Wine Room, a new edition to the LINLEY flagship store located at 60 Pimlico Road, London.

The ‘LINLEY for Penfolds’ wine room has been designed to showcase the Penfolds Icon and Luxury wines, in addition to house a rare, Bin 170 Imperial. It is also an experiential destination where LINLEY clientele can taste Penfolds wines within an environment that celebrates high-end design and artisanship.

2010 Penfolds Bin 170 Kalimna Shiraz (limited edition)	RRP:
750ml	\$1,800.00
Magnum (1.5 litres)	\$4,800.00
Imperial (6 litres)	\$65,500.00
<i>*RRPs are in Australian dollars</i>	

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EDITORS NOTES

ABOUT 2010 PENFOLDS BIN 170 KALIMNA SHIRAZ:

Released in the year of Penfolds 170th Anniversary, the 2010 Bin 170 Kalimna Shiraz is a befitting wine to commemorate the extraordinary journey of Penfolds –from 1844 to 2014. This rare, one-off, single block, single vineyard wine was produced from the outstanding 2010 vintage. Created only once before in 1973, Bin 170 is sourced exclusively from old vines planted in the ancient soils of Block 3C, Kalimna Vineyard located in the Barossa Valley. 100% handpicked and sensitively crafted, this unblended wine was matured for 16 months in French oak hogsheads (55% new). A Kalimna Shiraz that evokes a unique sense of place, commands attention, requests little and appreciates your patience.

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 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’.

ABOUT LINLEY:

David Linley trained as a cabinet maker under the tutelage of John Makepeace before starting his business in 1985 with the aim of creating pieces of furniture that represent British craftsmanship at its very best. He is now Chairman of LINLEY and Chairman of Christies UK. LINLEY is a luxury brand known for superlative craftsmanship, innovative design and precision engineering. Over the years David has worked closely with LINLEY designers and craftsmen to ensure each piece has the quintessentially British characteristics of inventiveness, attention to detail, ingenuity, creative spirit, eccentricity, sophistication, wit and charm.

ALEX ISAAC – CREATIVE DIRECTOR LINLEY:

Alex is a widely acclaimed designer who grew up in and around the furniture and interiors industry due to his familial design background. Before joining LINLEY he was a Director at Bannenberg where he was responsible for design and project management, and chiefly worked on projects such as MY Bluebird, MY Bacarella and MY Predator. Focusing on the furniture and interior design of international projects Alex on many occasions sought expertise from LINLEY, significantly the innovative and mechanical dining table on MY Predator. After seven years Alex left Bannenberg to pursue his own boutique design company from Switzerland where he undertook high-end residential and commercial projects internationally, as well as yacht and private jet design. After five years pursuing his own projects whilst keeping close links with LINLEY, he was offered the opportunity to take on the creative directorship and, having gained a huge respect for the brand over many years, jumped at the chance to move back to London and take on this exciting challenge. Alex oversees all creative functions of the company from the retail collections through to interior design, fitted cabinetry and private commissions.

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