



MEDIA RELEASE

Thursday 1st May 2014

**PENFOLDS CELEBRATES 170 YEARS OF WINEMAKING WITH THE
COMMEMORATIVE RELEASE OF RARE
2010 BIN 170 KALIMNA SHIRAZ**

MAGILL ESTATE, SOUTH AUSTRALIA (Thursday 1st May) – Penfolds is proud to announce the annual release of its Icon and Luxury Collection. This year’s release is particularly significant as the winery celebrates 170 years of winemaking heritage. Since 1844, 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. To commemorate this milestone, this year’s collection includes the rare, single-block, limited edition 2010 Bin 170 Kalimna Shiraz, elevating this very solid 2014 Penfolds 170th Anniversary release.

As ever, new stars shine within each release and this year is no exception. The 2009 Grange provides an approachable follow up to the 2008 release, the classic and time-honoured St Henri performs as the superb alternative expression of Shiraz while Yattarna showcases trademark refinement and intensity. This year’s irrefutable star is the rare, limited edition 2010 Bin 170 Kalimna Shiraz. Created only once before in 1973, Bin 170 is sourced exclusively from old vines planted in the unique soil of Block 3C, Kalimna Vineyard located in the Barossa Valley. Released to commemorate Penfolds 170th Anniversary, this wine is a befitting commemoration of the Penfolds journey – from 1844 to Evermore!

Each wine in the Icon and Luxury Collection is selected for its unique characters, style and qualities befitting to this inimitable collection.

The 2014 Penfolds Icon and Luxury Collection includes:

	RRP:
2009 Grange	\$785.00
2010 Bin 170 Kalimna Shiraz (limited edition)	\$1,800.00
2011 Yattarna Chardonnay	\$150.00
2012 Reserve Bin A Adelaide Hills Chardonnay	\$100.00
2011 RWT Barossa Valley Shiraz	\$175.00
2011 Magill Estate Shiraz	\$130.00
2010 St Henri Shiraz	\$95.00

*RRPs are in Australian dollars and reflect 750ml bottles.

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Peter Gago, Penfolds Chief Winemaker comments: “This release is witness to the vision, heritage and evolution of Penfolds. It includes the best of the new with treasures of old. The important Bin 170 Kalimna Shiraz in particular is a juxtaposition of ‘older times’ and the contemporary. A befitting wine to commemorate Penfolds intriguing and ever changing 170-year journey.”

This collection displays the distinctive and consistently recognisable Penfolds ‘House Style’; the ultimate expression of Penfolds time-honoured tradition of sourcing the best fruit from the best regions. The wines ably demonstrate Penfolds expertise with single and multi-regional blending, making wines to style and pursuing the highest of quality benchmarks.

The quality of this release 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, Kym Schroeter and John Bird (who have no less than 143 Penfolds vintages between them), the winemaking team includes Andrew Baldwin, Adam Clay, Matt Woo and Stephanie Dutton. These master craftsmen and women, with a highly experienced and dedicated team of viticulturalists and grape growers, continue to serve as silent custodians of the Penfolds stable, honouring traditional winemaking values while maintaining Penfolds spirit of experimentation and innovation.

Classic wines in their own right, these Penfolds flagship wines are instantly recognisable among wine collectors, with a strong, distinctive, individual style and a wonderful track record of cellaring performance. Together they articulate an authentic voice of fine Australian wine and celebrate the strength of Penfolds winemaking culture and heritage.

2009 Grange – Grange is arguably Australia’s most celebrated wine and is officially listed as a Heritage Icon of South Australia. An unbroken line of vintages from the experimental 1951, Grange demonstrates the synergy between Shiraz and the soils and climates of South Australia. “*Similar in weight to the 2002 Grange vintage – a complete package, ticking all boxes...the ‘refinements’ continue.*” - Peter Gago, Penfolds Chief Winemaker

2010 Bin 170 Kalimna Shiraz (limited edition) – A rare, limited edition, single-block, single- vineyard wine 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. “*A Kalimna Shiraz that evokes a unique sense of place, commands attention, requests little and appreciates your patience. A Kalimna Monopole, an enigma last crafted and captured in bottle four decades ago.*” – Peter Gago, Penfolds Chief Winemaker

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2011 Yattarna Chardonnay – Selectively sourcing only the very best Chardonnay fruit from cool-climate regions, coupled with sensitive and enlightened winemaking, the Penfolds Yattarna style continues to evolve. *“Put simply – Yattarna is at the top of its game in Vintage 2011. Patience will be rewarded.”* – Peter Gago, Penfolds Chief Winemaker

2011 RWT Barossa Valley Shiraz – 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!’ Its style is opulent and fleshy, contrasting with Grange, which is more muscular and assertive. *“A strong RWT release in Vintage 2011. Barossa in every sense.”* – Peter Gago, Penfolds Chief Winemaker

2011 Magill Estate Shiraz – An elegant, modern, classic, single-vineyard wine based on a historic vineyard first planted in 1844 by Dr Christopher Rawson Penfold. This 19th Century vineyard is the spiritual home of Penfolds. This is a unique and evocative wine in the Penfolds portfolio; it offers a truly handcrafted wine experience in the context of a single vineyard of great historic provenance. *“The 2011 Magill Estate Shiraz 100% new oak – testament to a (deceptive) depth of fruit.”* – Peter Gago, Penfolds Chief Winemaker

2012 Reserve Bin A Adelaide Hills Chardonnay – Since its first release in 1994, Penfolds Reserve Bin A Adelaide Hills Chardonnay has established a strong following for its fresh mineral style that lies at the vanguard of the Chardonnay genre in Australia. A deliberate counterpoint to the elegantly proportioned Penfolds Yattarna, it is distinctly Penfolds in style, possessing a strong regional voice. *“A complex and well-structured wine with great intensity of flavour afforded by one of the great Adelaide Hills vintages. Benchmark Bin A.”* – Peter Gago, Penfolds Chief Winemaker

2010 St Henri Shiraz – Penfolds St Henri Shiraz is a highly successful and alternative expression of Shiraz and an intriguing counterpoint to Grange. It is a perfumed and more elegant wine with features so striking they need no enhancement or highlighting with oak. This fruit-driven Shiraz is propelled by skin and seed tannins alone. Whilst maturation in large old oak allows an alternative textural experience, it certainly doesn’t compromise longevity or stature. *“The 2010 release delivers all that is requested of St Henri. And some.”* – Peter Gago, Penfolds Chief Winemaker

Reinforcing Penfolds commitment to a quality benchmark, no 2011 Penfolds Bin 707 Cabernet Sauvignon or 2011 Penfolds Bin 169 Cabernet Sauvignon are to be released.

This 2014 Icon and Luxury Collection is available from Thursday 1st May at fine wine stores nationwide and the Penfolds Cellar Doors – Magill Estate, 78 Penfold Road, Magill SA 5072, Tel: (08) 8301 5569 and Barossa Valley – Tanunda Road, Nuriootpa SA 5355, Tel: (08) 8568 8408.

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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’.

CONNECT WITH PENFOLDS:

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