



**MEDIA RELEASE**

**Embargoed until 12am AEST, 16th October 2015**

**Penfolds Grange 2011 unveiled  
with spectacular celebrations in Shanghai, China**

SHANGHAI, CHINA (Thursday 15th October, 2015): Tonight, Penfolds celebrated the new vintage release of The Penfolds Collection 2015, a family of fine wines, led by the flagship 2011 Grange, at a spectacular gala event held in Shanghai a short time ago.

Set against the statuesque backdrop of the iconic China Pavilion, the exclusive event hosted by Penfolds Chief Winemaker Peter Gago was attended by more than 300 international guests.

The evening's crescendo came with the global premier of 'The Story of Grange', a short film showcasing the extraordinary tale of Grange and its creator, Max Schubert.

Narrated by Academy-award winner, Russell Crowe, the film is set to a musical score created by Australia's most distinguished screen-composer, David Hirschfelder. Attending the event, Hirschfelder led the acclaimed Shanghai Philharmonic Orchestra for a special live performance, before inviting celebrated and most loved China pianist Li Quan to the stage, for an unforgettable solo performance.

"A celebration in every sense of the word. To release our Penfolds Collection in this setting, in this place, is both timely and symbolically important. For well over two decades Penfolds wines have been purveyed in China. It is a proud moment to launch our new release wines to the world out of this great city Shanghai," said Peter Gago.

Officially unveiled for the first time outside of the winery's spiritual home in Australia, the Collection's 2015 debut saw guests enjoy new-release wines, paired with a culinary experience by Penfolds Magill Estate Restaurant's Head Chef Scott Huggins.

The highly anticipated annual release comes with praise for the Collection from leading critics around the world.

The Penfolds Collection 2015 spans five vintages across 20 individual wines of provenance, all proudly displaying the Penfolds 'House Style.' The wines in this collection are available globally from Thursday 15th October at leading fine wine retailers around the world. For more information visit [www.penfolds.com](http://www.penfolds.com)

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## **MEDIA BACKGROUND INFORMATION:**

### **About The Penfolds Collection 2015**

The Penfolds Collection is a family of fine wines, each with a distinct character, quality and provenance. A testament to Penfolds enduring 'House Style' and winemaking philosophy. At the heart of that philosophy is balance, observing the long held belief that while Penfolds wines should promise to gradually develop with careful cellaring, they must also be capable of satisfying even the most discerning of palates from the day of their release.

### **About The Story of Grange**

The Story of Grange tells the tale of one man's vision – to create the greatest Australian red wine. The short film captures Penfolds winemaking legend Max Schubert's determination, setbacks, courage and, ultimately, the achievement of producing not just a great wine but an icon now lauded the world over. Set in the 1950s, in film noir style, the film depicts the legendary tale of how Max Schubert, created Penfolds flagship, Grange. Narrated by Russell Crowe, directed by Nic Bennis.

### **About David Hirschfelder**

David Hirschfelder is recognised globally as one of Australia's most distinguished screen-composers, having garnered Oscar nominations for Scott Hick's "Shine" and Shekhar Kapur's "Elizabeth". He is also the winner of two BAFTA (British Academy) awards for "Strictly Ballroom" and "Elizabeth". His recent film-scores include; Jonathan Teplitzky's "The Railway Man", which won AACTA and APRA 2014 film score awards; Russell Crowe's "The Water Diviner", which won the AACTA for Best Feature Film in 2014, and won the 2014 FCCA Regal Cinema Award for Best Music Score. David has just completed Jocelyn Moorehouse's "The Dressmaker" starring Kate Winslet, Judy Davis and Hugo Weaving which has its release this October.

### **About Li Quan**

Li Quan is one of China's most beloved performers. A prolific musician, Li has achieved a number of 'firsts' for China. This includes winning the 51st Venice Biennale Award for his crossover music work and being the first singer from Mainland China to win the RTHK Top 10 Gold Songs Award in Hong Kong in 2003. In 2014, Li was named the Chinese Music Media Awards Ambassador by the Association of Musician of Greater China to promote music cultural exchange amongst Chinese regions. Arguably recognised as one of the highest honours in China, it is testament of his outstanding achievements as an established musician in China.

### **About Penfolds Magill Estate Restaurant**

Led by Co Head Chefs Scott Huggins and Emma McCaskill, the Restaurant is situated adjacent to the Magill Estate vineyard, winery and cellars at Penfolds spiritual home - Magill Estate Winery. The restaurant combines modern architectural style with the natural attributes of its Adelaide foothills location and historic surrounds, to deliver a contemporary and comfortable fine dining atmosphere.

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