



MEDIA RELEASE

EMBARGOED until Friday 29 May, 2015

PENFOLDS UNVEILS MAJOR REDEVELOPMENT OF MAGILL ESTATE

Enhancements to Penfolds original home set to continue global growth of iconic wine brand

29 May, 2015: Penfolds today announced the completion of a significant redevelopment project for its original home, Magill Estate in South Australia, with enhancements set to augment the brand's growth on an international stage.

The multi-million dollar investment has been made to deliver a world-class wine and visitor experience, with changes including a new state-of-the-art Cellar Door space repositioned at the front of the winery, and a new Magill Estate Kitchen casual dining concept with indoor and outdoor dining, complementing the awarded Magill Estate Restaurant.

Two years in the making, the project signifies the first major redevelopment of the site in 20 years, and demonstrates the commitment of parent company Treasury Wine Estates to step up investment in the consumer marketing of its focus brands.

"Our objective with the redevelopment has been to re-affirm Penfolds Magill Estate as a world-class attraction by significantly expanding and enhancing the visitor experience, showcasing the brand's rich heritage, culture and wines, and establishing it as a major tourist destination in South Australia," said Chief Marketing Officer, Simon Marton.

"We're confident we've achieved this. We believe the site will not only be critical to the continued growth of the brand, but will make a valuable contribution to the local tourism industry in attracting local, national and international visitors. The reinvigorated Cellar Door provides an unmatched platform to create deep, lasting consumer connections, which is at the heart of the marketing strategy for Penfolds. The redevelopment is an important milestone in the 171 year history of the brand."

The Magill winery is one of the few single vineyards in the world located within city boundaries. An enhanced visitor program at the redeveloped Cellar Door includes tutored tastings, VIP tours, and the ability to enjoy Grange by the glass in the Magill Estates Kitchen overlooking the original Penfolds vineyards, where wine will be perfectly paired with local produce.

Visitors will be also able to view Grange creator Max Schubert's personal Grange collection, spanning from the experimental 1951 to the current 2010 vintage, and personally signed by Max up to 1988.

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For further information, please contact:

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Secret hiding spots used by Max for the 'hidden' Grange vintages of 1957, 1958 and 1959 can also be explored by visitors as part of the tour, while the refurbishment and restoration of Penfolds' historic underground drives will feature as the pinnacle of the tour experience.

Renowned architects Denton Corker Marshall were responsible for the redevelopment. Denton Corker Marshall have worked on iconic Australian structures such as Melbourne Museum, Melbourne Exhibition Centre and the Australian War Memorial as well as Asia Square Singapore, Stonehenge Exhibition and Visitor Centre in UK and the Australian Embassy in Tokyo.

The Magill Estate redevelopment builds on an increase in focus and investment behind the brand, including a transition of the Penfolds release date from March and May to a single date in October, to better manage allocations and capitalise on gifting opportunities, and which has proven to be a strong success to date.

Penfolds Magill Estate will be open to the public from Friday 29 May 2015.

PENFOLDS MAGILL ESTATE

78 Penfold Road, Magill, SA 5072

OPEN DAILY FROM FRIDAY 29 MAY 2015

MAGILL ESTATE CELLAR DOOR: 9am - 6pm

MAGILL ESTATE KITCHEN: 9am – 5pm

PHONE: 08 8301 5569

MAGILL.CELLARDOOR@PENFOLDS.COM.AU

WWW.PENFOLDS.COM

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EDITORS NOTES

ABOUT PENFOLDS MAGILL ESTATE:

Nestled in the foothills of Adelaide and a short 15-minute drive from the Adelaide CBD, the historic Penfolds Magill Estate is the original home of Penfolds. The original property at the foothills of the Mount Lofty Ranges was first named 'Mackgill' after David Maitland Makgill Crichton of Rankeillour (1801-51). The property was purchased and the historic and heritage-protected Magill Estate Vineyard established in 1844 by Dr Christopher Rawson and Mary Penfold—just eight years after the foundation of Adelaide. It was known as the Grange Vineyard, named after the new homestead 'The Grange', a cottage which still stands intact amongst the vines. The vineyard was planted with Grenache from cuttings taken from the South of France and would, in later years, inspire and supply fruit for Penfolds Grange. www.penfolds.com

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