



MEDIA RELEASE
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2012 GRANGE SETS THE TONE FOR THE PENFOLDS COLLECTION 2016

MAGILL ESTATE, SOUTH AUSTRALIA: The 62nd consecutive vintage release of Grange, from the 2012 South Australian vintage, leads a dynasty of wines in The Penfolds Collection 2016. Unfolding layers of allure, plushness and character, the 2012 Grange is stylistically akin to the 1963 Grange, with a contemporary '2012' personality. The Collection, in its entirety, displays red wines of distinctive refinement and cellaring potential, and white wines which deliver on complexity and vigour; a testament to the enduring Penfolds 'House Style' upheld since 1844.

Staying true to philosophy, The Collection can be "opened and enjoyed now, or potentially over the next four or more decades", says Peter Gago Penfolds Chief Winemaker. *Wine Ark*, one of Australia's largest wine storage providers, recently recognised Bin 389 Cabernet Shiraz as Australia's most collected wine in a list identifying the 50 most collectable wines in the country. Released every three years this list has become the go to guide on collectable wines and presents a genuine reflection of which Australian wines are being cellared in almost real time. The cellaring ability for The Collection extends to the 2014 Yattarna Chardonnay; elegant and linear in style, restrained in its beautiful white floral notes which will unfurl with time in the cellar. Celebrating its 20th vintage, the 2014 Yattarna is "one of the great Yattarna vintages!" Gago states.

The nineteen wines, made from across five different vintages, stand proudly in a release that offers multi-region, multi-vineyard blends, single-region wines as well as a single-vineyard wine, from Penfolds Magill Estate vineyard. Across the three distinct styles, the Penfolds winemaking philosophy delivers choice, as shown with the 2014 Magill Estate Shiraz, the monopole which is rich in history and reflects a sense of place. This wine has its own personality, "It is quite difficult to align this 2014 release with another of recent times. 5.2ha of resilient, non-complacent vines!" Gago observed. The contemporary and distinctive single-region persona stands out as a true strength for the 2015 Reserve Bin A Adelaide Hills Chardonnay, recently named Australia's best chardonnay at the 2016 James Halliday Chardonnay Challenge. The 2014 Bin 707 Cabernet Sauvignon, is a layered and pedigreed wine which expresses Penfolds knowledge and strength in multi-vineyard, multi-region fruit sourcing, noted as being "...Structurally and texturally alive" stated Gago.

Officially released on Thursday 20th October, many more wine highlights, milestones and anniversaries continue through The Collection. The 2013 St Henri Shiraz is statuesque, brooding and complex, and with this release St Henri celebrates 60 years since the wine's first commercial release. An anniversary to proudly display the time-honoured and alternative expression of Shiraz that is St Henri.

The Penfolds Collection 2016 is a testament to the entire Penfolds winemaking team's expertise, passion and experience, a tribute to the enduring narrative of character, quality and provenance, one that is recognised by collectors worldwide.

The Penfolds Collection 2016 is available globally from Thursday 20th October at select fine wine stores and Penfolds Cellar Doors - Magill Estate Winery and Barossa Valley Cellar Door. For more information visit ww.penfolds.com.

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The Penfolds Collection 2016 includes:	RRP:
2012 Grange	\$850.00
2014 Yattarna Chardonnay	\$150.00
2014 Bin 707 Cabernet Sauvignon	\$500.00
2014 RWT Barossa Valley Shiraz	\$200.00
2014 Magill Estate Shiraz	\$130.00
2013 St Henri Shiraz	\$100.00
2015 Reserve Bin A Adelaide Hills Chardonnay	\$100.00
2014 Bin 389 Cabernet Shiraz	\$90.00
2014 Bin 407 Cabernet Sauvignon	\$90.00
2014 Bin 150 Marananga Shiraz	\$90.00
2014 Kalimna® Bin 28 Shiraz	\$45.00
2014 Bin 128 Coonawarra Shiraz	\$45.00
2014 Bin 138 Shiraz Grenache Mataro	\$45.00
2015 Bin 23 Adelaide Hills Pinot Noir	\$45.00
2015 Bin 311 Tumberumba Chardonnay	\$45.00
2016 Bin 51 Eden Valley Riesling	\$30.00
2014 Bin 2 Shiraz Mataro	\$35.00
2014 Bin 8 Cabernet Shiraz	\$45.00
2014 Bin 9 Cabernet Sauvignon	\$35.00

Bin 169 Coonawarra Cabernet Sauvignon will not be released in 2016.

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

Editor's Notes

About Penfolds:

Since 1844, Penfolds has played a pivotal role in the evolution of wine making with a history and heritage that profoundly reflects Australia's journey from colonial settlement to the modern era. Penfolds collection of benchmark wines were established in a spirit of innovation and the constant and endless pursuit of quality, evidenced from the secret bottling of Grange in 1951 and the unbroken line of vintages of what is now Australia's most iconic wine. Today, the collection continues to display the distinctive and consistently recognisable Penfolds 'House Style'; the ultimate expression of Penfolds time-honored tradition of sourcing the best fruit from the best regions. Historic blends, significant milestones and heritage vineyards have been honoured by a lineage of custodians whose courage and imagination, precision and humility have ensured Penfolds remains true to its original values while remaining relevant for current and future generations. The stories and philosophies behind each label bring a timeless quality, making Penfolds wines special and compelling for collectors and drinkers the world over.

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