



**MEDIA RELEASE**  
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## **Penfolds – ‘World’s Most Admired Wine Brand’**

*LONDON: United Kingdom.* Over the weekend, Penfolds has been recognised as the ‘World’s Most Admired Wine Brand’ by *Drinks International* in their annual poll, following a successful year of honours. Almost 200 international industry experts including buyers, sommeliers, wine writers, Masters of Wine, industry experts and wine critics took part in the poll which pits wine brands from all global regions, styles and qualities against each other.

Penfolds Chief Winemaker Peter Gago exclaimed, “All at Penfolds are so chuffed with this global recognition – from those working in our vineyards and wineries, on our bottling lines, back-of-house in logistics, procurement and marketing, to our talented sales teams around the world who are at the coal-face selling our whites, reds and fortifieds. After 172 years in the wine business we’re still hungry, still excited and still eager to make better wine and champion new followers.”

*Drinks International’s* acknowledgement builds on Penfolds evolving global recognition, including the 'Winery of the Year' award presented to Penfolds for the 25th year in a row by *Wine & Spirits magazine* in late 2015 – a world first. Last year Penfolds also received the outstanding honour for 1971 Grange, which was named the world’s best wine from the 1970’s by *FINE magazine*. Recognition continued in 2015 with Penfolds award for the International White Winemaker of the Year, by the International Wine Challenge.

The panel of participants for *Drinks International* were asked to cast their votes on the most admired wine brands based on the following criteria:

- The wine is consistent or improving quality
- It reflects its region or country of origin
- It responds to the needs and tastes of its target audience
- It is well marketed and packaged
- It has a strong appeal to a wide demographic

- ENDS -

## Editor's Notes:

**About Penfolds:** Since 1844, Penfolds has played a pivotal role in the evolution of winemaking 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-honoured 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.

**About Drinks International:** Established in 1972, *Drinks International* is the only magazine devoted exclusively to the global spirits, wines and beers market, providing their readership of international drinks buyers with news on all the latest developments and trends within the global drinks industry. In every issue strong editorial features, business news, market reports, news analysis and opinion, is covered making *Drinks International* the essential read for international drinks buyers. In addition to the magazine and website, *Drinks International* hosts a number of events. For the full list of awards, please visit <http://www.drinksint.com/>



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