



MEDIA INFORMATION
GLOBAL EMBARGO Thursday, 8 August 2019

**THE PENFOLDS COLLECTION 2019 IS A PROUD TESTAMENT TO THE SPOILS
AND VISION OF THE PAST, PRESENT AND FUTURE...**

Style is the key word that unlocks the door to an understanding of Penfolds... and this year's *Collection Release (2019)* definitively delivers on style. *House Style* is a philosophy the winemaking team have upheld since founder Dr Christopher Rawson Penfold first planted grapes at Magill in 1844. Quite simply, the wines showcase multi-regional blending, multi-varietal blending, multi-vineyard blending and they have over time, established their own personalities and international reputations.

Led by flagship Grange, a wine consistently released since the experimental vintage in 1951, the Collection features a line-up of stalwarts including; Yattarna, St Henri, Bin 389 Cabernet Shiraz, and more recently Bin 23 Pinot Noir....a newer inclusion with ten years work experience at Penfolds so far!

All the wines in the Collection continue to develop and improve for many years after release. Just how long they should be kept depends on whether you enjoy your wine with some youthfulness or fully matured with that added complexity of bottle age.

Chief Winemaker, Peter Gago said, "All Penfolds winemakers employ a personal responsibility and great pride in the wines they make. Steph Dutton, Emma Wood, Andrew Baldwin, Kym Schroeter, Matt Woo, Shavaughn Wells, Andrew Hales and Dominic Coulter. As a team the group is committed to making wines that are complex, with a definitive and distinctive Penfolds character. Each displays an individual style, a style that is the result of years skilful blending and access to the best possible fruit, oak and time...."

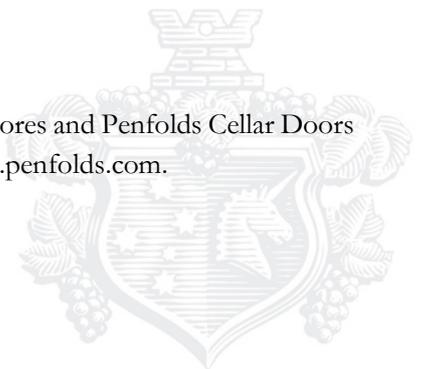
In Penfolds 175th year of celebrations, Peter also acknowledges those dedicated beyond the immediate winemaking team who are inextricably involved in the Penfolds story, for without their contribution and care, these beautiful wines would not be so profound. For instance, independent growers have been supplying Penfolds with grapes for over a century, with some relationship with growers extending several generations.

This year, in Penfolds 175th anniversary, The Penfolds Collection 2019 highlights include:

- *Chief Winemaker Peter Gago celebrates 30 years at Penfolds*
- *The 2019 Collection release spans five vintages: 2015, 2016, 2017, 2018 and 2019*
- *Retired Penfolds Winemaker John Bird has now witnessed 60 vintages at Penfolds*
- *Bin 23 Pinot Noir 10th anniversary (years since the first vintage)*
- *Bin 51 Eden Valley Riesling 20th anniversary (years since the first vintage)*
- *Reserve Bin A Adelaide Hills Chardonnay 25th anniversary (years since the first vintage)*
- *Kalimna Bin 28 Shiraz 60th anniversary (years since the first vintage)*

The Penfolds Collection 2019 is available from Thursday 8th August at select fine wine stores and Penfolds Cellar Doors – Magill Estate Winery and Barossa Valley Cellar Door. For more information visit www.penfolds.com.

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The Penfolds Collection 2019 includes:	RRP:
2015 Grange	\$900.00
2017 Yattarna	\$175.00
2017 RWT Bin 798 Barossa Valley Shiraz	\$200.00
2017 Magill Estate Shiraz	\$150.00
2016 St Henri Shiraz	\$135.00
2018 Reserve Bin A Chardonnay	\$125.00
2017 Bin 389 Cabernet Shiraz	\$100.00
2017 Bin 407 Cabernet Sauvignon	\$100.00
2017 Bin 150 Marananga Shiraz	\$100.00
2017 Kalimna® Bin 28 Shiraz	\$50.00
2017 Bin 128 Coonawarra Shiraz	\$60.00
2017 Bin 138 Barossa Valley Shiraz Grenache Mataro	\$60.00
2018 Bin 23 Pinot Noir	\$50.00
2018 Bin 311 Chardonnay	\$50.00
2019 Bin 51 Eden Valley Riesling	\$40.00

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

There is no Bin 707 Cabernet Sauvignon or Bin 169 Coonawarra Cabernet Sauvignon released in the 2019 Collection.

-ENDS-

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.

The Penfolds website – www.penfolds.com **Facebook**/[Penfolds](#) **Twitter**/[Penfolds](#) **Instagram**/[Penfolds](#) and **YouTube**/[PenfoldsEST1844](#)



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