



MEDIA RELEASE

‘A STORY IN EVERY BOTTLE’

PENFOLDS PARTNERS WITH NATIONAL GEOGRAPHIC TO TELL THE STORIES BEHIND EACH WINE

Penfolds has partnered with National Geographic to create a *Digital Series* ‘A Story in Every Bottle’ to unearth stories behind rare wines from around the world. As the start of a long-term collaboration, this unique series showcases a diverse collection of personal memories and connections ranging from births, marriages, friendship and life. The rich hunting ground for these yarns, is *Penfolds Re-corking Clinic*. A complimentary after-sales service running internationally for more than 25 years.

To connect with collectors and uncover personal moments and human tales entwined within the wines, National Geographic travelled together with Penfolds to Adelaide, Sydney, London, New York, Vancouver and Hong Kong. Some of the top stories to feature from around the world include:

- An Olympian and his wife reminiscing about a special wedding gift
- Father and son sharing a love of wine
- A restaurateur
- Old friends who reunite
- A young banker who develops a love of wine through an ex-girlfriend’s father

“From the vine to the bottle, the journey of grape into wine is a story in its own right. At a Re-corking Clinic new stories emerge from the wines owners and after 25 years, the notion that every bottle has a story continues to reign true.” says **Penfolds Chief Winemaker, Peter Gago**. *“As winemakers, it is so meaningful and rewarding to meet collectors and share their personal story of their wine’s journey. Professionally it is gratifying to witness the ongoing quality of rare treasures that span so many decades, each one adding to the unfinished story that is Penfolds.”*

Julia Scales, Fox Networks Group Director of Advertising and Partnerships said *“National Geographic is a brand that resonates with consumers worldwide, it empowers and enriches the explorer and storyteller in all of us. We are thrilled to collaborate with Penfolds on this branded content opportunity and share authentic and premium stories showcasing the deep history and passion for winemaking from Australia and around the globe”*.

A unique proposal in the world of wine, Re-corking Clinics are wine ‘health checks’ for Penfolds wines, aged 15 years or older. These Clinics allow collectors the opportunity to, as required, open and visually inspect their wine, assess the quality, top up, certify, and re-capsule their prized bottles, arresting any further deterioration due to leakage or low levels. Penfolds has been providing the Re-corking Clinic service to collectors around the world since 1991, with over 130,000 bottles certified since their inception.

While each wine is from a different part of the world, the stories share a common Penfolds thread in that they are connected to memories, occasions, love and friendship.

Penfolds National Geographic Digital Series: A Story in Every Bottle

What: Two digital stories from each of the Re-corking Clinics: Sydney, Adelaide, London, New York, Vancouver, Hong Kong and Singapore.

Who: The series features a special Penfolds wine, the owner who shares their story and Penfolds Chief Winemaker Peter Gago.

When: Released from September 18th 2017

Where: The digital stories (vignettes) will be available on Penfolds.com and select digital channels.

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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

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About National Geographic Partners LLC:

National Geographic Partners LLC (NGP), a joint venture between National Geographic and 21st Century Fox, is committed to bringing the world premium science, adventure and exploration content across an unrivalled portfolio of media assets. NGP combines the global National Geographic television channels (National Geographic, Nat Geo Wild, Nat Geo Mundo, Nat Geo People) with National Geographic's media and consumer-oriented assets, including National Geographic magazines; National Geographic studios; related digital and social media platforms; books; maps; children's media; and ancillary activities that include travel, global experiences and events, archival sales, licensing and e-commerce businesses. Furthering knowledge and understanding of the world has been the core purpose of National Geographic for 128 years, and now it is committed to going deeper, pushing boundaries, going further for consumers... all while reaching over 730 million people around the world in 171 countries and 45 languages every month. NGP returns 27 percent of its proceeds to the non-profit National Geographic Society to fund work in the areas of science, exploration, conservation and education. For more information visit natgeotv.com or nationalgeographic.com.



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