



MEDIA RELEASE

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PENFOLDS RESERVE BIN A CHARDONNAY TODAY WINS 11 TROPHIES AT THREE WINE SHOWS

Four consecutive vintages of **Penfolds Reserve Bin A Chardonnay** have pulled off a remarkable result, winning 11 trophies at three wine shows in one day, strengthening the reputation of Penfolds and Adelaide Hills as an exceptional Chardonnay combination.

The biggest haul was at The 2009 National Wine Show of Australia in Canberra, considered to be the Grand Final of the Australian wine show circuit, where the yet-to-be-released (May 2010) 2008 Penfolds Reserve Bin A Chardonnay collected four trophies including Wine of Show.

The official results are:

2009 Vintage Cellars National Wine Show of Australia, Canberra:

2008 Penfolds Reserve Bin A Chardonnay (Available – 1 May 2010)

- The Oakton Trophy - Best Dry White Table Wine – Chardonnay, Premium Classes
- The J McCarthy & Co Pty Ltd Trophy - Best Dry White Table Wine
- The Vintage Cellars Trophy - Best White Table Wine
- The Len Evans Memorial Trophy - Best Table Wine of the Show

2006 Penfolds Reserve Bin A Chardonnay

- The Royal National Capital Agricultural Society Trophy - The Chardonnay Trophy - 2007 and Older Vintages

2009 Wrest Point Royal Hobart International Wine Show:

2007 Penfolds Reserve Bin A Chardonnay (Current release)

- Best Chardonnay, sponsored by Meadowbank Estate
- Best White Wine in Show, sponsored by Cliff Heard
- Chairman's Trophy Best Wine in Show, sponsored by Longfellows Group

2009 Adelaide Hills Wine Show:

2007 Penfolds Reserve Bin A Chardonnay

- Best Chardonnay of Show, sponsored by Prowine
- Best Wine of Show, sponsored by Malaysian Airlines & Phil Hoffmann Travel

2005 Penfolds Reserve Bin A Chardonnay

- Best Wine in Museum Classes, sponsored by Winegrapes Australia

Although making wines for over 165 years, across the last 7 decades especially, Penfolds has etched an indelible red-wine stamp - a palpable array of red wines made to unique stylistic and/or regional templates, now impressively tempting a global market.

In parallel, over the last two decades, a white wine presence has assertively and relatively quickly demanded recognition. With Chardonnay leading the charge, Penfolds White Winemakers have re-defined & refined style & sourcing.

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Peter Gago, Penfolds Chief Winemaker, applauds the contribution of the three Senior Penfolds White Winemakers across this latest 3-phase, 20-year 'learning curve' :

"In the early 1990's **Neville Falkenberg** instigated our quest for the sourcing of the finest quality cool-climate Chardonnay fruit - regardless of location, from tiny, high-altitude Adelaide Hills parcels to distant Snowy Mountains Tumberumba vineyards. Neville introduced whole-bunch pressing, barrel fermentation in a range of barriques from many French oak coopers, battonage trials, ... many, many formative and different techniques".

"Shortly after the start of the new millennium **Oliver Crawford** implemented an era of technique refinement – pressings fractions and phenolic management, solids inclusions, lees manipulation, acute barrique relegation/selection, and naturally an enhancement of targeted vineyard sourcing and vine management."

"Last year **Kym Schroeter** stepped up to the Penfolds Senior White Winemaker plate. He continues the quest for sourcing better fruit – different soils/vineyards/clones/... and greater attention to detail with the wine's progress throughout maturation, from barrique to bottle. Objectives are clear-cut : complexity, elegance, tightness, longevity, and above all else, drinkability. The fine-tuning of oak/acidity/structural complexity is reaping rewards - possibly best evidenced by a current flurry of Chardonnay Wine Show recognition."

The announcements follow the Melbourne Wine Show results at the end of October where the 2007 Penfolds Reserve Bin A Chardonnay won Best Chardonnay and the 2008 Penfolds Reserve Bin A Chardonnay won Best Young White Wine.

The recent form of the Penfolds Chardonnay portfolio has been exceptional with trophy wins for the 2008 Penfolds Thomas Hyland Cool Climate Chardonnay, which won The J.B. MacMahon Trophy for Best White Wine under \$20 at the 2009 Royal Adelaide Wine Show.

Yattarna was also awarded the 2008 George Mackey Memorial Trophy for Australia's Export Wine of the Year with the 2005 vintage, as well as scooping the Judges and Consumer awards for Best Chardonnay and Wine of the Year at the 2009 Hyatt Advertiser Wine of the Year Awards.

Yattarna was also recognised internationally at the 2008 Decanter World Wine Awards winning a trophy for Best Chardonnay over £10.

The Award Summary Snap Shot (Trophy and international accolades)

2008 Penfolds Thomas Hyland Chardonnay

Trophy + Gold (The JB MACMAHON Trophy for Best White Wine under \$20)
2009 Royal Adelaide Wine Show: Best Commercially Available Varietal Dry White Wines, Class 1.

2007 Penfolds Reserve Bin A Adelaide Hills Chardonnay

Trophy + Gold (The Oakton Chardonnay Trophy)
2008 Vintage Cellars National Wine Show of Australia: Best Dry White Chardonnay, Class 17.

Trophy + Gold (Portavin Integrated Wine Services Trophy) for Best Chardonnay in Classes 1, 15 & 28. 2009 Royal Melbourne Wine Show, Class 28.

3 Trophies + Gold – 2009 Wreast Point Royal Hobart International Wine Show

- Best Chardonnay, sponsored by Meadowbank Estate
- Best White Wine in Show, sponsored by Cliff Heard
- Chairman's Trophy Best Wine in Show, sponsored by Longfellows Group

MORE

2009 Adelaide Hills Wine Show

- Best Chardonnay of Show, sponsored by Prowine
- Best Wine of Show, sponsored by Malaysian Airlines & Phil Hoffmann Travel

2008 Penfolds Reserve Bin A Adelaide Hills Chardonnay

Trophy + Gold (The Francois De castella Trophy)

2009 Royal Melbourne Wine Show: Best Young White Wine in Classes 5 – 11 (2009 vintage) and Classes 14 – 18 (2008 vintage).

4 Trophies + Gold

2009 Vintage Cellars National Wine Show of Australia, Table Wines Premium Classes 2008 Dry White Chardonnay, Class 16

- The Oakton Trophy - Best Dry White Table Wine – Chardonnay, Premium Classes
- The J McCarthy & Co Pty Ltd Trophy - Best Dry White Table Wine
- The Vintage Cellars Trophy - Best White Table Wine
- The Len Evans Memorial Trophy - Best Table Wine of the Show

2005 Penfolds Yattarna Chardonnay

2008 George Mackey Memorial Trophy for Australia's Export Wine of the Year

2008 Decanter World Wine Awards: Best Chardonnay over £10

2009 Hyatt Advertiser SA Wine of the Year Awards Chardonnay & Blends dry white wines, Class 5

- Judges Award – Class 5 Chardonnay and Blends
- Consumers Award – Class 5 Chardonnay and Blends
- Judges Award – Wine of the Year
- Consumers Award – Wine of the Year

Peter concludes, "In summary, World-Class Chardonnays of vastly varying styles have now emerged from the Penfolds armoury... wines of interest, diversity & charm. And they're getting better & better. Everything else being equal, these wines can only improve in quality - as vines get older, as Kym continues to further challenge process & site. "

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