



Media Release

May 1, 2010

MAY 1: PENFOLDS 2010 LUXURY AND ICON RELEASE

Past and present shine in the 2010 Penfolds Luxury & Icon release. Heritage, passion, commitment and patience are showcased in this year's collection where both the red and white wines excel. These Penfolds Luxury and Icon wines exhibit the unique characters, style and qualities for which they were originally selected for this collection.

The 2010 Penfolds Luxury & Icon release includes:

- 2005 Penfolds Grange RRP from \$549
- 2007 Penfolds Yattarna Chardonnay RRP \$129.99*
- 2008 Penfolds Reserve Bin A Adelaide Hills Chardonnay RRP \$89.99
- 2006 Penfolds St Henri Shiraz RRP \$89.99
- 2007 Penfolds Bin 707 Cabernet Sauvignon RRP \$189.99
- 2007 Penfolds RWT Barossa Valley Shiraz RRP \$174.99
- 2007 Penfolds Magill Estate Shiraz RRP \$114.99*

**Note Magill Estate and Yattarna are available from Penfolds Cellar Doors only.*

Peter Gago, Penfolds Chief Winemaker summarises: "This release is a significant package spanning four vintages – these wines are stylised, focused and all proudly display their individual character under the Penfolds stamp".

This year the white wines excel, in particular the Reserve Bin 08A Adelaide Hills Chardonnay, which is one of the finest since the wine was created. Of note in the red wines is the special celebration for the Penfolds St Henri Shiraz, which marks the 50th commercial release of the wine. The Bin 707 Cabernet Sauvignon stands apart and is conceivably the stand out wine of the release. And of course, the much-anticipated 2005 Grange which follows the lauded 2004 vintage.

This collection displays 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. The wines ably demonstrate Penfolds expertise with single and multi-regional blending, making wines to style and pursuing the highest of quality benchmarks.

2005 Penfolds Grange

On the nose, this wine is at once Grange – a tightly wrapped projection from the glass of dark-berried Barossa fruits coupled with a myriad of barrel-ferment complexities. Thereafter, a burst of honey-cured pancetta aromatically thrust above, with a rich mix of generously basted roasted meats, peat and nutmeg anchored beneath. The first sip welcomes, the second sip asserts, the third ... submission!

2007 Penfolds Yattarna Chardonnay

Penfolds Yattarna Chardonnay is the result of one of the most comprehensive, focused and highly publicised wine development projects ever conducted in Australia. Selectively sourcing only the very best Chardonnay fruit from cool climate regions, coupled with sensitive and enlightened winemaking, the program has produced one of the finest Chardonnays in the Southern Hemisphere, in a style that continues to evolve.

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Peter explains “this Chardonnay expression exudes a limey citrus restraint that has stylistically evolved across many years of fine-tuning of sourcing and winemaking technique. Complex aromas arise from yeast lees battonage in barrique. The palate explodes with citrus and white stone fruits before a layered and creamy custard apple-like mid palate. A core of fine, mineral, lemony acid skates across the entire palate, projecting great length of flavour and linearity”.

2008 Penfolds Reserve Bin 08A Adelaide Hills Chardonnay

Penfolds Reserve Bin A Chardonnay has evolved into a distinctive, single-region style in its own right, with a contemporary and individual Chardonnay persona. All fruit is hand-picked into small bins and then whole-bunch pressed. The juice is incrementally filled to barrique directly from the press and allowed to undergo a natural fermentation, sans inoculation. The current 2008 release comes from a stunning white wine vintage, aromatically defined and with integrated acidity – courtesy of grapes harvested before the onset of an unusual vintage heatwave. “This is a decadent and meticulously balanced wine, full of flavour but impeccably and pleasingly restrained in alcohol. Sealed under screwcap, 2008 Reserve Bin 08A Chardonnay is a compelling drink upon release and will continue to develop power and interest for up to a decade,” says Peter.

This wine received a collection of awards and accolades from the Australian Wine Show Circuit last year. Including four trophies at the 2009 Vintage Cellars National Wine Show of Australia. Peter says “this wine certainly makes a statement and looks very much like one of the best releases since 1994”.

2006 St Henri Shiraz

When Max Schubert made Grange, it revolutionised the fundamental style of red winemaking in Australia. Today almost every great Australian Shiraz that has been fashioned in Australia since Grange has modeled its palate profile and production techniques on those defined by Max Schubert with Grange ... except for St Henri Shiraz.

Penfolds St Henri Shiraz is a highly successful and alternative expression of Shiraz and an intriguing counterpoint to Grange. It is a perfumed, stylish, supremely elegant wine, with features so striking they need no enhancement or highlighting with oak. This fruit driven Shiraz (with 10% Cabernet in this vintage’s mix) is propelled by skin and seed tannins alone.

Peter states, “The 2006 St Henri Shiraz is clear step above its predecessor, the 2005 vintage. Built to age – needs time. Be patient – the churlish might imply that it’s too early to call, however. St Henri Shiraz is one of those rare wines that ages effortlessly and imperceptibly”.

2007 Penfolds Bin 707 Cabernet Sauvignon

Penfolds Bin 707 is Penfold’s flagship Cabernet Sauvignon and made to the same exacting standards as Grange. In it features ripe, intensely flavoured fruit, completing fermentation and maturation in new oak. It is a wine that fully demonstrates a Penfolds understanding of multi-vineyard, multi-region fruit sourcing. “Twenty vintages after winning the inaugural Adelaide Trophy with the 1987 Bin 707 Cabernet Sauvignon, this new 2007 Bin 707 Cabernet Sauvignon release continues to demonstrate the advantage and wisdom of multi-regional blending in difficult years. Quite possibly this year’s stand out wine. It is boldly and unmistakably, Bin 707” claims Peter.

2007 Penfolds RWT Barossa Valley Shiraz

The initials RWT stand for ‘red winemaking trial’ the name given to the project internally when developmental work began in 1995. Naturally no longer a trial, Penfolds RWT Barossa Valley Shiraz presents an admirable alternative expressing single region Barossa Valley Shiraz matured in French oak.

Opulent and fleshy layers contribute enormously to the demeanour now found in every vintage of RWT. It now sits in comfortable counterpoint to Grange on one side of the family and in close alliance to the allure and texture of St Henri Shiraz on the other.

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Peter says “Now its second decade of release, the 2007 vintage excels. It encapsulates what is now the RWT Barossa Valley Shiraz style, defined with its own personality and style territory”. This wine is the essence of Barossa Valley Shiraz.

2007 Penfolds Magill Estate Shiraz

The single vineyard Magill Estate Shiraz is intrinsically linked to Penfolds beginnings. Sourced from the original Magill vineyard on the edge of Adelaide’s eastern suburbs, fruit is crushed, fermented and matured on-site at the original Penfolds Magill winery, established in 1844. It is a sleek, contemporary wine yet crafted in the old fashioned way in the original winery: hand-picked, vinified in open fermenters and then basket pressed. Peter explains this wine “Continues the evolution of the modern style of Magill Estate Shiraz – always sympathetic to its unique terroir”.

The 2010 range of Penfolds Luxury and Icon wines is nationally available from fine wine stores from Saturday May 1. For more information on the wines, including in-depth tasting notes visit www.penfolds.com.

These wines are available at Penfolds Cellar Doors:

Penfolds Cellar Door – Magill Estate, 78 Penfolds Road Magill SA 5072 Tel: (08) 8301 5569

Penfolds Cellar Door – Nuriootpa Tanunda Road Nuriootpa SA 5355 Tel: (08) 8568 9290

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For further information:

Ildi Ireland, PR Manager, T: (03) 8626 3374 or 0407 058 862 E:ildi.ireland@penfolds.com.au