



MEDIA RELEASE

“MARCH 1, 2010 CELEBRATES THE RELEASE OF A NEW ADELAIDE HILLS PINOT NOIR AND THE RETURN OF THE AGED RELEASE RESERVE BIN EDEN VALLEY RIESLING. THESE WINES ADD DIVERSITY TO THIS YEAR'S ANNUAL MARCH 1 BIN RELEASE AND CONTINUE THE PENFOLDS TRADITION OF FOCUSING ON KEY REGIONS AND VARIETIES TO CRAFT WINES OF GREAT PEDIGREE AND CHOICE...”

PETER GAGO, PENFOLDS CHIEF WINEMAKER

MONDAY MARCH 1, 2010 (AUSTRALIA)

This month Penfolds release the highly anticipated **Penfolds Bin Collection** spanning half a decade of vintages. Wines include a new 2009 Penfolds Bin 23 Adelaide Hills Pinot Noir and the first 2005 Reserve Bin Aged Release Eden Valley Riesling in five years. Also available from March this year, for the first time ever, is a digital version of the revered Penfolds reference text *The Rewards of Patience*. Taking the format of a downloadable widget or iPhone application, the ultimate Penfolds resource and portable cellar is now available on your desktop or in the palm of your hand.

Penfolds Bin wines represent the heart of the Penfolds range in terms of quality, philosophy accessibility and choice. They are perfect exponents of the Penfolds 'House Style' of multi-regional blends and highly stylised regional wines, all adorned with the Penfolds stamp. Half a century since their genesis, each Bin label sets a benchmark for quality. Peter also acknowledges the dedication and commitment of his winemaking and viticulture teams who continue to not only contribute to the work of previous generations but also enhance the Penfolds wine experience for the next.

The 2010 Penfolds Bin collection includes:

2007 Penfolds Bin 28 Kalimna® Shiraz – RRP: \$33.99

2008 Penfolds Bin 138 Barossa Valley Shiraz Mourvèdre Grenache – RRP: \$29.99

2008 Penfolds Bin 128 Coonawarra Shiraz – RRP: \$33.99

2009 Penfolds Bin 311 Tumbarumba Chardonnay – \$39.99

NEW 2009 Penfolds Bin 23 Adelaide Hills Pinot Noir – RRP: \$39.99

NEW 2005 Penfolds Reserve Bin Aged Release Eden Valley Riesling – RRP: \$39.99

2007 Penfolds Bin 407 Cabernet Sauvignon – RRP: \$54.99

2007 Penfolds Bin 389 Cabernet Sauvignon Shiraz – RRP: \$64.99

Peter Gago Penfolds Chief Winemaker qualifies, “This year’s March 1 release spans half a decade... it’s not ‘one vintage reliant’. This collection celebrates wines from across the 2005, 2007, 2008 and 2009 vintages”.

One of Penfolds classics showing intense fruit definition, ripe fleshy palate structure and generosity of flavour is Bin 28. This wine is always crafted to showcase warm climate Shiraz characters. In 2007 grapes were also sourced from cooler regions including: Fleurieu, Padthaway and Robe. The **2007 Penfolds Bin 28 Kalimna® Shiraz** spent 12 months maturation in seasoned American oak barrels with 15 per cent matured in larger format oak vats—aka St Henri—which, Peter said “has sensitively assimilated all flavour and structural elements, sans intrusion. Concordant to its stylistic blueprint—it’s both ready to drink or cellar”.

One of the first 2008 Penfolds reds to be unleashed is the 100% Barossa, sumptuous, seamless substantial... yet charmingly unpretentious **2008 Penfolds Bin 138 Barossa Valley Shiraz Mourvèdre Grenache**. Peter said “it’s hard to descriptively separate the blend (42% Shiraz, 30% Mourvèdre, 28% Grenache) into its contributory varietal components—an entrapment/entanglement of Barossa fruits/soil/sun...”.

2008 Penfolds Bin 128 Coonawarra Shiraz is a delicious and deeply structured Bin 128 true to the style and well placed to age gracefully with the great vintages. Often compared to its Bin 28 stablemate, Bin 128 is now released a year earlier and places more emphasis on subtle fruit personality, framed by French oak.

The **2009 Penfolds Bin 311 Tumberumba Chardonnay** is stylistically based on the best cool-climate fruit available. This fresh elegant wine extols fruit complexity and naturally balanced acidity. A strong growing season created healthy leaf canopies and balanced vines, with fruit parcels chosen during harvest specifically to suit Bin 311’s steely/mineral style, supporting green apple and citrus characters. Peter remarks that “this Bin 311 Chardonnay style will continue to evolve yet will always be based on the best single-region, cool-climate fruit available each vintage”.

2009 Penfolds Bin 23 Adelaide Hills Pinot Noir’s name is derived from its recently renovated maturation Cellar 23 at Magill Estate. Bin 23 Pinot Noir is a bold new addition to the collection and promises to be a dynamic member of the Bin family—reflecting its evolving style, regional definition and the complexities of the many and varied clones of Pinot Noir. Peter says “the 2009 Bin 23 Pinot Noir is a strong addition to the Bin range, providing an alternative regional and varietal style to the Shiraz wines (Bin 28 and Bin 128), Australian blend (Bin 389), Cabernet Sauvignon (Bin 407) and Barossa blend (Bin 138)”.

“The relationship between Penfolds and the cool climate, high altitude Adelaide Hills wine region continues to go from strength-to-strength with the addition of Penfolds Bin 23 Pinot Noir. Just as Adelaide Hills was a strong part of the Penfolds project that produced Yattarna (multi-regional with Adelaide Hills being a major component), Reserve Bin A Chardonnay (100% Adelaide Hills) and Thomas Hyland Chardonnay (majority Adelaide Hills), it’s no surprise that we have turned to the Adelaide Hills for Bin 23 Pinot Noir, after the success and development of our (Adelaide Hills) Cellar Reserve Pinot Noir,” said Peter.

The **2005 Penfolds Reserve Bin Aged Release Eden Valley Riesling** allowed Kym Schroeter, Penfolds Senior White Winemaker, to nurture a Penfolds white that demonstrates Riesling’s age-worthy virtues. Made in exceptional years only (the first vintage was 1992) the absolute best parcel of the vintage is selected to hold back and then released after 5 years. In contrast, Bin 51 is released as a young wine and at release shows the freshness and aromatic vivacity of its youth. This new aged release shows what Riesling, a truly ‘noble’ grape variety, can do and look like after 5 years in bottle. Peter said, “aged Eden Valley Riesling... ‘nothing better!’”

Penfolds red Bin wines from the 2007 vintage are great examples where the Penfolds ethos of multi-regional blending has allowed creation/blending of the best wines possible—with a similar theme of cooler climate fruit sourcing for Bin 28, 407 and Bin 389.

In a similar fashion to Penfolds Bin 389, in 2007 cooler climate regions were targeted for **2007 Penfolds Bin 407 Cabernet Sauvignon**, with significant fruit sourcing from Coonawarra and Adelaide Hills. This versatile and varietally expressive wine is linear/tight and defined. It is a “serious Bin 407 and a surprisingly good follow-up to the fleshy 2006”, said Peter.

Originally released in 1960, the **2007 Penfolds Bin 389 Cabernet Sauvignon Shiraz** epitomizes Penfolds winemaking philosophy and the art of multi-district blending. This wine is a sentimental favourite among wine consumers and collectors with a strong track record of fulfilling its ageing potential. “Ripe tannins and an impressive mid-palate convey Bin 389 credentials”. Peter describes this wine as “tight, focussed, and compact.”

Tasting notes and a collection of Penfolds information is also available to download to your desk top, or straight to your iPhone via www.penfolds.com. Penfolds *The Rewards of Patience (6th Edition)*, is a collectors wine bible of all things Penfolds. This landmark 358-page text, released every five years, is comprehensively researched, written and edited by veteran auctioneer and Master of Wine, Andrew Caillard. It is a unique and authoritative book that comprises a complete overview of the Penfolds wine experience through the palate of six independent international wine critics, oral histories of Penfolds people past and present and comprehensive research of the Penfolds story.

"The Rewards of Patience has evolved into the quintessential Penfolds Form Guide; a reference book which assesses several generations of winemaking achievement. It is an independent, authoritative, informative and compelling warts-and-all reading. It is like peering through a door left ajar; you get a sense of Penfolds inner workings and the efforts required to make consistently good, sometimes great, wine. Now wine lovers can have instant access to Penfolds cellars. This application is fast to download, and is easy to navigate, a 'must have' for any avid Penfolds collector," said Peter.

Penfolds Bin collection will be available from **1 March** from fine wine stores and proudly available at Penfolds Cellar Doors:

PENFOLDS Cellar Door – *Magill Estate*
78 Penfold 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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