

THE PENFOLDS COLLECTION

2023



MUNSKÄNKARNA BROMMA 24 APRIL 2024
NICLAS TOUMELA





OUR WINEMAKING PHILOSOPHY

FOUR DISTINCT STYLES

Penfolds wines are immediately recognisable. There is a strand of shared DNA throughout our family of wines, yet each clearly expresses its unique persona. We often call this “The Penfolds Stamp”. Through meritorious fruit selection, a rigorous classification process and meticulous attention to detail, we’ve elevated blending to an art form creating a collection of uniquely Penfolds wines.



Single Vineyard

- Magill Estate Shiraz
- Kalimna Block 42 Cabernet Sauvignon
- Bin 170 Block 3c Kalimna Shiraz



Single Region

- RWT Bin 798 Barossa Valley Shiraz
- Bin 128 Coonawarra Shiraz
- Reserve Bin A Adelaide Hills Chardonnay



Multi-region / Varietal

- Grange
- St Henri Shiraz
- Grandfather Rare Tawny



International

- Penfolds X Thiénot Champagne
- Quantum
- CWT Bin 521

PENFOLDS HOUSE STYLE

The origins of the '*House Style*' pre-dates the creation of Grange in 1951.

In 1931 Max Schubert began his employment with Penfolds at the Nuriootpa winery in the Barossa Valley.

This was an era dominated by fortified wine and brandy production. Wines were blended to style, a craft Schubert learned from the legendary, Albert Vesej, who in turn was taught by Mary Penfold herself.

Table wines were produced, but in Max's own words were quite mediocre given the demand for fortified wine in those days.

The creation of Grange was the catalyst that sent Schubert and his team on a quest to develop a family of high-quality table wines.



EARLY DEVELOPMENT

The 1950s was a decade of experimentation and discovery, not without some heartache as Max endured some scathing critiques and was ordered to cease making Grange in 1957, an instruction he overlooked.

Max and the winemaking team at Magill Estate and the Barossa Valley embarked on a quest to develop a range of new wines. Many different varietals and techniques were trialed.

Arthur Ray Beckwith (right in the picture) was instrumental in the success of these trial wines. A trained oenologist, Ray made several important scientific breakthroughs that led to improvements in wine quality, none more important than his discovery that pH played a critical role in wine stability.

Thanks to Ray's discovery, Max and the winemaking team were able to avoid the bacterial spoilage issues that other producers faced in this era.



EXPANDING THE RANGE

The 1960s marked a turning point, as Grange gained acceptance and other types and styles emerged from the cellars at Magill, including a trio of groundbreaking Special Bin wines and the Bin 707 Cabernet Sauvignon in 1964.

Each of these new wines had a distinctive Penfolds thumbprint, a combination of elements that stamped them as belonging to one stable.

They expressed firmness, concentration, physiological ripe fruit and striking balance. Hallmarks of wines that can be enjoyed either on their release or with further bottle maturation.



THE HOUSE STYLE...

A STRAND OF IDENTIFIABLE DNA

If every Penfolds red wine were to be poured from Koonunga Hill through to Grange and you tasted them all sequentially you would observe a commonality, a 'house style' that marks these wines as having the same lineage or strand of DNA.

Today, our white wines also bear a house stamp of their own, finely tuned by Penfolds white winemaker Kym Schroeter.

Some are like cousins, others like brothers, but there is something tangible that identifies them as belonging to Penfolds.

As you go up the totem pole, the wines become more complex, more layered, with firmer tannins and more stuffing... The hallmarks of wines that are destined for greatness.

Crucially, each wine exhibits its own personality and expresses varietal nuances, while still maintaining the house stamp.

Within the Penfolds range of wines, you will find several different interpretations of our winemaking philosophy, the house stamp seen through different lenses.



MULTI-REGIONAL BLENDING

Multi-region blending is a winemaking technique Penfolds adopted as far back as the creation of Grange, and even further back still with our fortified wines.

Fruit is selected meritoriously to suit a specific wine and honed to a 'stylistic template'. Once a wine is established in the range, the winemakers will continue to craft it faithfully each year. By engaging this method, we can craft wines to a very high and consistent standard year upon year.

The ultimate expression of this philosophy is Grange, the finest Shiraz we can find in any given year.

This methodology stands in contrast to the fine wine producers in Europe, who (for the most part) rely on grapes from a single venerated vineyard. They must abide by the rules of their appellation and contend with fluctuations in grape quality due to prevailing weather conditions (and other external factors often beyond their control).

Examples of multi-region wines in our portfolio include:

- Grange
- Bin 707 Cabernet Sauvignon
- St. Henri Shiraz
- Bin 389 Cabernet Shiraz
- Yattarna Chardonnay
- Bin 311 Chardonnay



Penfolds Vineyards

SOUTH AUSTRALIA
NEW SOUTH WALES
VICTORIA
TASMANIA



Analogy:
A symphony orchestra, with many instruments working together to create a wondrous experience.



SOUTHERN OCEAN

REGIONAL WINES

Penfolds also makes many single-region wines, where fruit is sourced from within the boundaries of a single, defined, geographical wine region, but they can come from multiple vineyards, across different soils and aspects.

Our regional wines showcase the character of that GI (or appellation), and often feature the varietal/s that the region is best know for.

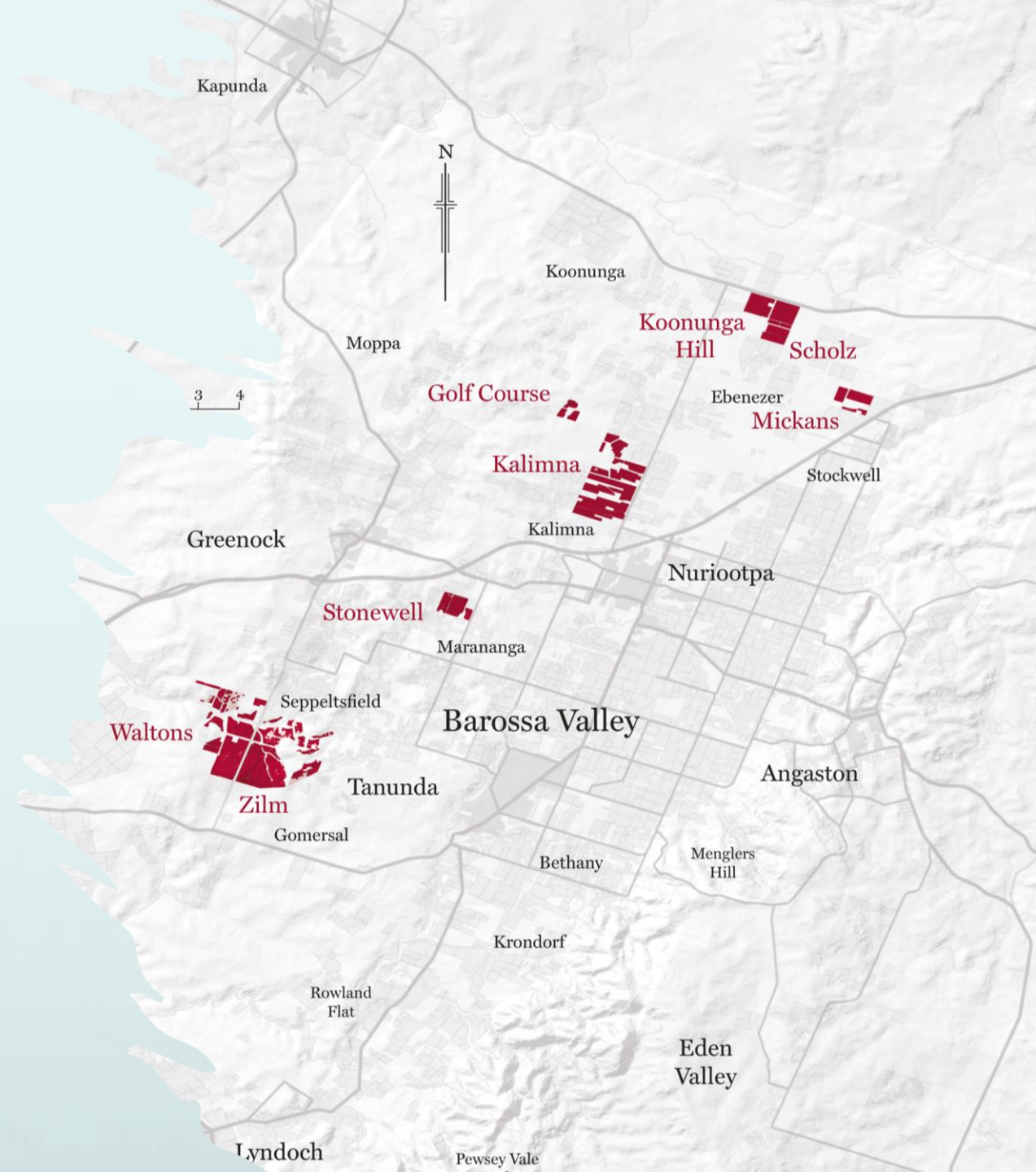
Some single-region examples in the Penfolds portfolio include:

- RWT Bin 798 Barossa Valley Shiraz
- Bin 169 Coonawarra Cabernet Sauvignon
- Bin 128 Coonawarra Shiraz
- Bin 138 Barossa Valley Shiraz Grenache Mataro
- Reserve Bin A Adelaide Hills Chardonnay

Analogy:

Think of a string quartet working in harmony.

Each instrument bringing something special to the tune, but together creating something greater than the sum of the parts.





SUB-REGIONAL WINES

Wines that reflect the nuances of a particular sub-region of a larger GI, but not necessarily from the same vineyard.

Some examples of these wines include:

Bin 150 Marananga Shiraz (a central Barossa Valley hamlet)

Bin 51 Riesling (sourced from the High Eden sub-region)

Reserve Bin A Adelaide Hills Chardonnay (sourcing can vary, but usually crafted from the best performing sub-region).

Analogy: Two singers in unison with one another.



SINGLE VINEYARD WINES

Penfolds also craft single-vineyard wines that express the nuances of their unique environment (*terroir* as the French would say). Often, they are crafted from a small block from within a larger vineyard.

The only single vineyard *Collection Wine* we make year upon year is the Magill Estate Shiraz. Sourced exclusively from the 12-acre (5.2 hectare) vineyard surrounding the historic Magill Estate winery and the Grange cottage.

Periodically we make others that are of a very high standard from venerated vineyards, like the famous Kalimna Block 42 Cabernet Sauvignon. These are designated as 'Special Bin' wines and are often released at price points above Grange. However, they are very intermittently released, some only once or twice in a lifetime.

Some of our Cellar Reserve wines are also sourced from single-vineyards.

Some examples of these wines include:

Magill Estate Shiraz

1996 & 2004 Kalimna Block 42 Cabernet Sauvignon

1973 & 2010 Kalimna Bin 170 Block 3C Shiraz.

Analogy: The voice of a soloist, something that is best captured without embellishment.

MAX'S ADELAIDE HILLS CHARDONNAY

2019

OVERVIEW

Penfolds Max's Chardonnay is a tribute to former Chief Winemaker Max Schubert 1948-1975, a legend in Penfolds history. Max's constant pursuit of excellence paved the way for those who followed in his footsteps and also allowed the status and heritage of Penfolds to grow. Max's Chardonnay continues the evolution of Penfolds white wine program, drawing inspiration from the legacy and spirit of Max Schubert.

VINEYARD REGION

Adelaide Hills

WINE ANALYSIS

Alc/Vol: 13.5%, Acidity: 6.7 g/L, pH: 3.18



MATURATION

French Oak Barriques, 30% new

NOSE

The white stone fruit spectrum is dominated by nectarine and peach. A swirl reveals complementary aromas of cashew, chestnut, almond nougat with fresh wafts of apple blossom and jasmine. Oak... where?! 30% new French is barely noticeable, so beautifully integrated.

PALATE

Initial flavours of freshly sliced peach with hints of mandarin hover over a wonderful creamy texture reminiscent of crème brûlée/panna cotta that coats the entire mouth. A wet stone minerality delivers a lingering, fresh finish. A very textural and complex Chardonnay that belies the price point!

PRICING

179 SEK via private import

BIN 51 RIESLING

2023

VINEYARD REGION

Eden Valley

WINE ANALYSIS

Alc/Vol: 11%, Acidity: 7.8g/L, pH: 3.03

MATURATION

3 months in Stainless steel

VIDEO



FULL NOTES



UNIQUE SELLING POINTS

First vintage 1999

Sourced from Eden Valley; a region that has gained worldwide recognition for producing definitive world-class Riesling

Dry, light and highly aromatic with a beautiful acid structure

Capacity for long term cellaring (15+ years)

Vegan friendly - No

TASTING NOTES

Gorgeous varietal aromatics of citrus, lime and lemon blossom. Spring florals and perfumed bath salts. The palate is fresh and lively with plenty of exotic fruits to pique interest. There acid is fine and mouth-watering with a hint of minerality to the finish.

FOOD MATCHING

Seafood: oysters, scallops, white fleshed fish. Aromatic Thai salads.
Cheese: favours salty cheeses: gouda, parmesan, fetta.

PRICING

279 SEK via private import

BIN 28 SHIRAZ

2021

VINEYARD REGION

McLaren Vale, Barossa Valley, Padthaway,
Wrattonbully, Clare Valley.

WINE ANALYSIS

Alc/Vol: 14.5%, Acidity: 6.4 g/L, pH: 3.69

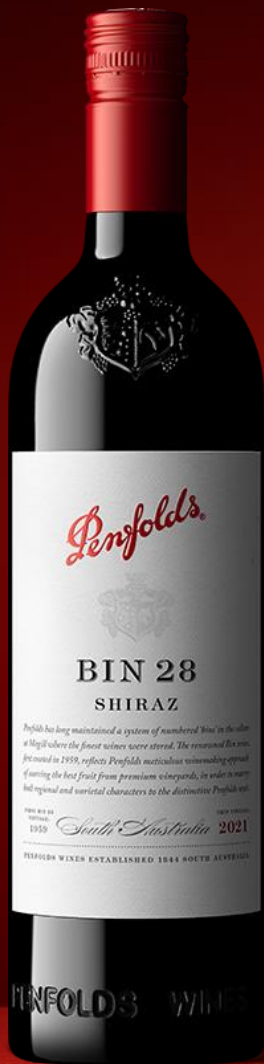
MATURATION

12 months in American oak hogsheads
(7% new, 28% 2y.o.)

VIDEO



FULL NOTES



KEY SELLING POINTS

First vintage 1959

Full bodied. Mouthcoating, chewy tannins.

Vegan friendly - Yes

Cellaring potential of up to 25 years

The oldest wine in the “Bin” range. Lauded for its terrific value in the Penfolds range, always delivering on price and quality. A benchmark wine that embodies Penfolds DNA, approachability on release but with a cellaring potential of 20+ years.

TASTING NOTES

Sweet and savoury notes compete for attention, dark fruits and floral notes of potpourri. Black jellybean, liquorice and chocolate truffle on the palate.

FOOD MATCHING

Very versatile and can handle strong flavours. Middle Eastern grilled meats with aromatic spice. Beef Wellington, Portuguese chicken. Mushroom and pancetta rigatoni.

Cheese: Aged Cheddar, Swiss Emmental, Mimolette.

PRICING

279 SEK

Fixed Assortment

Article number: 76320

BIN 138

GRENACHE SHIRAZ MATARO

2021

VINEYARD REGION

Barossa Valley

WINE ANALYSIS

Alc/Vol: 14.5%, Acidity: 6.2 g/L, pH: 3.63

MATURATION

12 months in French and American oak hogsheads
(12% new, 10% French, 2% American.)

VIDEO



FULL NOTES



KEY SELLING POINTS

First vintage 1998

Medium-Full bodied. A mouth-watering wine, silky to the finish.

Vegan friendly - Yes

Cellaring potential of up to 20 years

A varietal that Penfolds has a long history with using. Single region for the inaugural release, only Barossa Valley vines.

TASTING NOTES

Whole pimento, fenugreek, pink peppercorns, anise and musk on the nose. A palate of black and red fruits, savoury notes with taught and bright acidity.

FOOD MATCHING

Tomato based pasta, grilled red meat, Italian sausages. Seared mackerel with roasted Mediterranean vegetables, antipasto.

Cheese: Saint-Marcellin, Ossau-Iraty, Camembert, Comté, Cantal

PRICING

291 SEK

Temporary Assortment – Available in certain stores

Article number: 94482

BIN 389

CABERNET SHIRAZ

2021

VINEYARD REGION

McLaren Vale, Coonawarra, Barossa Valley, Wrattenbully, Padthaway.

WINE ANALYSIS

Cabernet Sauvignon (53%), Shiraz (47%)
Alc/Vol: 14.5%, Acidity: 6.6 g/L, pH: 3.67

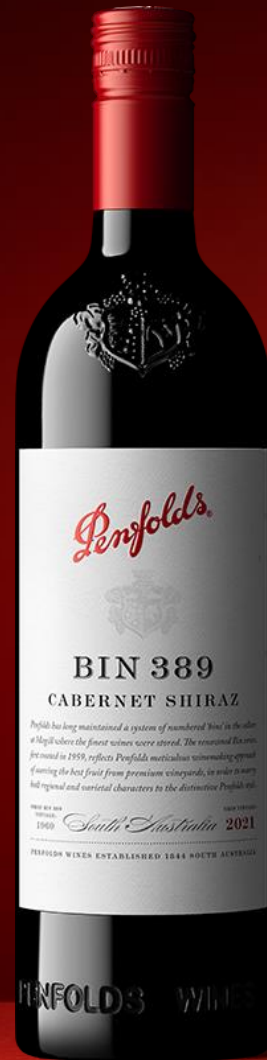
MATURATION

12 months in American oak hogsheads,
37% new

VIDEO



FULL NOTES



KEY SELLING POINTS

First vintage 1960

Full bodied. Enticing, inviting. A taste continuum of assorted flavours and textures. Oak barely perceivable, An interesting 'package' whereas nothing stands out!
A 'balanced completeness'

Vegan friendly - Yes

Cellaring potential up to 35 years

Australia's most cellared wine (Wine Ark). Matured in barrels that held previous vintage of Grange. Captures the declassified Grange and Bin 707. Affectionately known as Baby Grange

TASTING NOTES

Fruits of the forest, dried bay leaf and pink peppercorn aromas.

A flawless integration of the two varietals.

Black and red fruits, cocoa powder and fine tannins reminiscent of oolong tea.

FOOD MATCHING

Grilled lamb fillets with pomegranate, fetta, spinach or seared Wagyu for that perfect pairing.
Cheese: English Cheddar, Manchego, Gruyère, Comté, Gouda.

PRICING

601 SEK

Temporary Assortment – Available in certain stores

Article number: 94476

ST. HENRI SHIRAZ

2020

VINEYARD REGION

McLaren Vale, Barossa Valley, Clare Valley.

WINE ANALYSIS

Alc/Vol: 14.5%, Acidity: 6.6 g/L, pH: 3.62

MATURATION

12 months in large seasoned oak vats.

VIDEO



FULL NOTES



KEY SELLING POINTS

First vintage 1957

A medium-bodied wine, offering lightness, silkiness/softness/elegance

Vegan friendly – Yes

Listed #3 for Australia's most collected wines by Wine Ark

Cellaring potential up to 30 years

St. Henri is a wine that pre-dates Penfolds. Originally made at Auldana by Frenchman Leon Edmund Mazure in the 1890's. Was later re-created by John Davoren in the 1950's under the Penfolds masthead as a counterpoint to the bigger, bolder Grange.

TASTING NOTES

Aromas of berry conserve and strawberry flan with savoury notes of salt-cured beef with black peppercorns.

A sweet and savoury palate - Japanese nori paper, olive brine, fresh blueberry and mulberry leaf.

FOOD MATCHING

Braised mushrooms, ragu meat, slow cooked lamb shoulder, grilled rib-eye.

Chinese sticky pork ribs.

Cheese: English Cheddar, Mimolette, Gruyère, Comté, Swiss Emmental.

PRICING

801 SEK

Temporary assortment – Available in certain stores

Article number:94470

THANK YOU

