PENFOLDS BACKGROUNDER

GENERAL BOILER PLATE

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-honoured 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.

175TH BOILERPLATE — TO BE USED THROUGHOUT 2019

Born of a pioneering spirit in 1844, Penfolds has manifested a lasting legacy of patience, commitment, courage and passion. We are the proud product of our great winemaking past, of our founders Mary and Christopher Penfold who brought grapes to the bountiful Australian soil and sunshine, and our innovative greats; Alfred Vesey, Ray Beckwith and Max Schubert, celebrated winemaking legends who pushed liquid development to extraordinary new heights. It is with this pioneering spirit and curiosity from our custodian winemakers that this still rings true after nearly two centuries. Penfolds honours and celebrates these traditional winemaking values, as we cultivate great new traditions for next generations. Today, 175 years on, this legacy continues and the house remains one of Australia's most revered … now and 'evermore'.