

PENFOLDS NEW TRIBUTE RANGE RELEASED IN THAILAND



Bangkok, Thailand – Iconic Australian wine brand Penfolds has presented MAX'S, a new range commemorating former Chief Winemaker Max Schubert, at an 'Exclusive Lunch of Penfolds MAX'S' events hosted by Penfolds Winemaking Ambassador Sam Stephens. The event was recently held at Attitude Rooftop Bar, Avani Riverside Bangkok Hotel.

Created as a tribute to one of Penfolds greatest winemaking legends, the new range celebrates Max Schubert's innovative spirit, vision and determination together with his immeasurable influence on Penfolds House Style.

The Penfolds Max's tribute range includes:

- Max's Shiraz Cabernet
- Max's Shiraz
- Max's Cabernet Sauvignon
- Max's Chardonnay

Penfolds Max's wines are charming in character, polished and carry an evenness and gloss. They are contemporary, expressive and vibrant upon release. These wines are immediately accessible but not without the assurance of more to come. Density of flavour without muscular structure is evident. Approachability is guaranteed with alluring fruit and supple tannin structure. Appreciation can be upon release.

As the first Chief Winemaker at Penfolds (from 1948 – 1975), Max would go on to become one of the most important Australian winemaking figures of the twentieth century. First joining the winery in 1931, Max learnt his craft by working with some of the most experienced experts and winemakers of the time. Whilst he never formally studied oenology, his practical experience, natural inquisitiveness and team leadership led to remarkable innovations in winemaking, many of which influenced the Australian wine industry as a whole. In his lifetime Max received many awards, including Member of the Order of Australia (AM) and the inaugural Maurice O'Shea Award for his contribution to the Australian wine industry. He was also named 1988 Man of the Year by the UK's Decanter Magazine.

In Thailand, Penfolds is exclusively distributed by Bangkok Beer & Beverage (BB&B). For sales enquiries, please contact: 809 Soi. Pattanakarn 30, Suanluang, Suanluang, Bangkok 10250 Tel: +66 (0)2 136 8500 E-mail: sales@bbb.co.th

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MEDIA BACKGROUND INFORMATION:

ABOUT PENFOLDS:

Penfolds has been producing an impressive array of wines since 1844 and indisputably led the development of Australian fine wine into the modern era. The introduction of Penfolds Grange in 1951 forever changed the landscape of Australian fine wine. Since then a series of standout wines, both white and red, have been released under the Penfolds masthead.

For further information on Penfolds winery visit www.penfolds.com