

# Treasury Wine Estates unveils Penfolds Special Bottlings in homage to winemakers

By **Jas Ryat** on July, 3 2018 | Spirits & Tobacco



Penfolds' Lot. 1990 - A Pot Distilled Single Batch Brandy is exclusively available from July 3 at selected global travel retail outlets

Global wine company Treasury Wine Estates (TWE) has announced the launch of Penfolds Special Bottlings - a new range from the Australian winemaker inspired by Penfolds winemakers past and present.

Two offerings will be available from the range on release, with more to follow.

The first product to launch is Lot. 1990 - A Pot Distilled Single Batch Brandy, exclusively available beginning July 3 at selected global travel retail outlets, following its launch at Penfolds Cellar Door in South Australia.

The second product, scheduled for release in September 2018, is Lot. 518 – Spirited Wine with Baijiu.

Paying homage to its founders Mary and Christopher Penfold, whose legacy is not only in fine table wines but also in a stable of brandies, sherries and port-style fortified wines, each individual product in Penfolds Special Bottlings is labeled Lot as a nod to the experimental nature of the range.

The inclusion of numbers is a deliberate link to the use of non-sequential and asymmetric numbering on Penfolds' signature Bin wines.

“Brandy and spirits connect us to our past and our fortified winemaking tradition,” said James Godfrey, Penfolds Global Fortified and Spirit Winemaker. “With this brandy we hope to have blown away the cobwebs of preconception and create a brandy like no other. A liquid that delivers vibrancy and freshness to the palate.”

Placed in oak in 1990, the brandy in Lot. 1990 has been slowly maturing for nearly three decades, developing and evolving in barrels, some of which were also used to mature offerings like Penfolds Grandfather Rare Tawny and Penfolds Chardonnay.

Speaking on Lot. 518 – Spirited Wine with Baijiu, Godfrey continued: “We have always added a distinctive spirit to give a unique house character to our fortified wines, so it seemed natural to revisit the past with a twist – and reinvent a wine for today. This experimental hybrid embraces Baijiu – a clear Chinese spirit distilled from fermented grain, which may not seem like the most obvious fortification partner for our Australian Shiraz, but that’s the point.”

Barry Galloway, General Manager of Global Travel Retail, Treasury Wine Estates, said: “We are delighted to launch Penfolds Special Bottlings Lot. 1990 with our partners, exclusively into travel retail, and look forward to sharing the Special Bottlings story, along with Penfolds' history of innovation and experimentation with travelers in airports around the world.

“We are excited about this new range and remain focused on increasing conversion and spend by offering compelling consumer propositions unique to travelers to grow the category.”

Dougal McGeorge, Penfolds Global Brand Director, added: “Penfolds is one of the most recognized luxury wine brands in the global travel retail space and is highly sought after by globally mobile luxury travelers.

“This collaboration with travel retail partners to launch the Lot, 1990 at key airports is an ideal platform to solidify the brand equity for Penfolds Special Bottlings, and allows us to showcase our new

cross-category products in the global travel retail channel, as we continue to build awareness and draw new consumers into Penfolds.”

Lot. 1990 Pot Distilled Single Batch Brandy is available at select global travel retail outlets at a recommended retail price of A\$425 (US\$315).