

# PENLEY ESTATE

## NEWS AND VIEWS FROM THE SUN

*August 2011*

*Number 26*

### VINTAGE 2011

Well what can we say about the 2011 vintage other than thank god it's over! In what has been the most challenging vintage in some time throughout Australia our dedicated vineyard and winery team did an absolutely fantastic job of dealing with everything mother nature threw at them. Thanks to early intervention from winemaker Greg Foster and viticulturalist Michael Wetherall Penley survived the 2011 vintage with minimal issues after the team applied disease protection prior to the onset of the vintage. This mix of smart viticultural management and strong winemaking skills resulted in a number of high quality wines.

Overall the summer was wet and quite mild, with only a handful of days over 35 degrees. This weather pattern slowed down the ripening process and the vintage started 3 weeks later than usual. During March, there was nearly 80mLs of rain, the highest for that month since 2001. This rain combined with high humidity to create the ideal weather for disease to spread. For Kym and Greg the pressure came when deciding on when to pick based on the continuing disease pressure or our optimum flavour and baume levels.

Chardonnay was picked mid march within an ideal ripeness level and though the wines are a little lighter than usual they have fantastic balance with good natural acidity and citrus like fruits, perfect for the long hot summer to come.

The pinot noir came off the vine soon after the chardonnay. These wines show good cherry fruit flavours, again a little light, but maintain a good balance and a very clean palate.

Shiraz by far had the most disease pressure of all our varieties with

picking beginning in the third week of March. The heavy rain in the middle of vintage had resulted in larger yields and lower baume levels than usual but, as the threat of disease loomed Kym and Greg decided our shiraz was definitely better off the vine than on. The wines have a clean palate which will be lighter than previous vintages, however the wines also show great regional characteristics with berry and spice dominating the palate.

Penley's merlot crop was lower than usual due to smaller bunch sizes, yet the wines are looking exceptionally soft and balanced with distinct, elegant floral notes. This is particularly noticeable in a blend, with the merlot in the 2011 Over The Moon Rose displaying these beautiful floral characters.

Cabernet sauvignon which, due to its later ripening avoided most of the disease pressures had average size yields. The earlier picked cabernet wines will be lighter in weight, but the vast majority of the wines have great colour and beautiful ripe flavours which again show very regional characters with their strong cassis notes. Our older blocks of cabernet which produce lower yields are showing excellent concentration with flavours of blackberry and violet with a great middle palate structure and strong tannin levels.

Overall this was a very challenging vintage which could have been a disaster, but in the end our talented vineyard and winemaking team worked together to achieve some high quality wines.



*Above: Pumping into our heading down tanks and ferment samples lined up for tasting.*

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## NETWORK WITH PENLEY

The social media revolution has well and truly hit the Australian wine industry and for consumers this means that it is easier than ever to experience the excitement of a working winery and cellar door.

The team here at Penley is excited to be bringing you the latest news and happenings direct from the winery via Facebook and Twitter. On these two platforms you will be able to become a fan or follow Penley Estate to hear about the latest events and tastings, become privy to some super specials, see and hear about vintage and of course read our latest gloating about awards. By connecting with our stockists worldwide we will also be able to keep you in the loop about events in your area. If you are heading to Coonawarra you can also 'check in' at Penley's cellar door so all your friends know where you are and upload photos of your visit.

The latest Twitter movement is in the form of varietal tweet ups, where you can join Penley and a host of other wineries, media, trade and consumers to talk about a particular varietal. These events usually coincide with tastings held around the world so it is easy to join the conversation. The next tweet up is #cabernetday on the 1st September, so help us celebrate Coonawarra's achievements in the world wine arena. To get involved in this upcoming event check out <http://cabernet.eventbrite.com/> for more information.

Penley has also just launched our very own YouTube channel where we will be posting short videos of events, interviews with the team and various other tidbits allowing you to get inside the heads of our winemakers and staff.

Our final social media platform is the location based Foursquare. We have just finished setting up our Foursquare presence where you will be able 'check in' to Penley's cellar door. Why?, well because doing so can earn you access to some very special cellar door only discounts.

Below are the details you will need to find us on your favourite social media pages, we look forward to talking to you soon!

Facebook: <http://www.facebook.com/PenleyEstate>

Twitter: @penleyestate

YouTube: <http://www.youtube.com/user/penleyestate>

Foursquare: <https://foursquare.com/venue/14735563>



## PENLEY SHINES

Penley's wines have continued to shine on both the Australian and International stage with a few outstanding reviews recently for our premium wines.

### 2008 Reserve Cabernet Sauvignon

95 Pts/ Best of Class - 2011 L.A. International Wine Competition  
92 Pts-Tanzer's International Wine Cellar (Jul-Aug), Josh Reynolds  
*"Bordeaux-like aromas of redcurrent, cherry, licorice, bitter chocolate and tobacco, lifted by a floral nuance. Concentrated, dense and energetic, with tightly wound red fruit flavours and firm underlying structure. Finishes spicy, long and gently tannic, with captivating notes of bitter cherry and minerals. Shows classic cabernet character, as well as the balance to age."*

92 Pts- WBM Magazine, Nick Stock

*"Cassis and cherry, leafy elements, olives mint and cedary oak on the nose. Packs ripe fruit flesh and fine tannins, looking complete already. Tolley delivers again."*

### 2008 Special Select Shiraz

91 Pts- Tanzer's International Wine Cellar (Jul-Aug), Josh Reynolds  
*"Fresh red and dark berry aromas are complicated by subtle smoke and herb qualities. Jammy raspberry and blackberry flavours boast very good depth and sweetness... Closes on a refreshingly bitter note, with very good clarity and excellent length."*

92 Pts- Wine Spectator Insider April 2011, Harvey Steinman

*"Vivid, jazzy and bracing, delivering a mouthful of cherry, black berry, coffee and liquorice flavours with pebbly accents on the long, lively and expressive finish. The tannins are well-submerged."*

### 2008 Chertsey

90+ Pts- Tanzer's International Wine Cellar (Jul-Aug), Josh Reynolds  
*"Glass staining ruby. Aromatic scents of red and blackcurrant, cherry pit and pipe tobacco. Firmly built and stuffed with youthfully primary fruit; the high-pitched bitter cherry and dark berry show very good depth but are slow to unfold. Finishes very long, with firm tannins and lingering spiciness. Let this one age."*

We have some more great reviews that we can't share with you quite yet, so be sure to sign up to our Facebook and Twitter to hear about them when they are released.

## NEW ROSE RELEASE

The first wine of the 2011 vintage is here!

Our rose is made from a blend of 34% pinot noir, 34% merlot and 32% cabernet sauvignon and is dry and crisp while maintaining each varieties distinct and unique characteristics of elegant strawberry, florals and cassis.

Penley uses our estate grown fruit and a traditional method called 'sangué' which sees us draining juice from the red fermentation when colour is correct, leaving the wine to ferment as a white at cool temperatures enabling us to retain the delicate aromas and flavours.

Penley's Over The Moon Rose is a dedication to Kym's wife Sue who he reconnected with and later married after dating 32 years before. The wine is a refreshing summer style so grab yourself a bottle (or two) to share with the one you love!

## PENLEY'S NEWEST ADDITIONS

Penley has had a couple of new staff members join us recently, including new General Manager, Sam Wigg. Sam is a qualified Chartered Accountant who joined us from the National Wine Centre bringing with him a wealth of experience and a solid understanding of the industry. Sam is not only good with numbers and passionate about wine, but he is also tall enough to reach everything on the top shelf.

The second new addition has short, brown hair, beautiful eyes and stands up to our knees. Redford is Kym and Sue's little baby, an absolutely gorgeous 5 month old Wheaten Terrier. Redford's favourite things to do are sleep underneath his dad's feet, play with his stuffed rat and go for long walks along the beach (okay he doesn't quite like walking too much yet, but he is getting there).

By next vintage we guess a not so little Redford will love visiting the winery and playing with anyone that cares throw a ball or two, in the meantime you can keep up to date with all things Redford via our Facebook and Twitter pages. As for Sam, well you can call or email us anytime to keep in touch with him.



Above: Redford Tolley.

## PENLEY'S DVD LAUNCH

Penley Estate has just launched its very own promotional video which outlines the history of the winery, the wines and our owner, Kym Tolley. It was put together by a team including one of Australia's leading directors Stephan Elliot, producers Rebel Penfold-Russell and Adam Bayliss of Rebelstudio alongside renowned marketer Matt McGrath.

Though the video itself was compiled over the last 12 months it features original footage taken between 1988 of Penley's green site, at award nights and the winery today as well as an interview with legendary Grange creator Max Schubert.

Kym is understandably chuffed with the final cut commenting "When we started filming in 1988 I never really thought anyone would see it, or even care, but I think the final version is an outstanding representation of our proud history and of our brand today" said Kym. The best part about it "For one, I don't have to talk so much when travelling, but I also have the opportunity to watch everyone's faces as they take in all the information, it's fantastic."

How do you view this piece of Penley history? Check out our new YouTube channel at <http://www.youtube.com/user/penleyestate>.



Above: A screenshot from Penley's promotional video.

## CABERNET CELEBRATIONS AND BARREL AUCTION

October sees the return of the annual Coonawarra Cabernet Celebrations and Barrel Series Auction and there is no better time to visit the region with over 30 events over three days culminating in the auction of some of Coonawarra's finest wines.

The Coonawarra Cabernet Celebrations runs from Friday 14th - Sunday 16th October showcasing and celebrating the quality of our region's cabernet and the heart and soul of our winemaking community. For three days you can enjoy tastings, masterclasses, tutorials, live music, entertainment, gourmet food and fantastic wines!

On Saturday Penley's cellar door will feature local talent Jarrad Kilsby performing great tunes while Penola High School SRC will be making yiros for you to enjoy with our award winning wines. There will be plenty of tables and chairs, or if you prefer pack a picnic rug to relax on our lawn while your senses feast on the surrounds. This event is also an opportunity to learn about wine and Coonawarra with the Vignerons Association running tutorials and masterclasses hosted by local winemakers and wine media.

Also on the agenda for the weekend is the annual Barrel Series Auction. This a chance to purchase limited release wines from some of Coonawarra's most iconic producers. For more information on either event please visit [www.penley.com.au](http://www.penley.com.au) or [www.coonawarra.org](http://www.coonawarra.org)

## CURRENT RELEASES FROM PENLEY

**2009 Phoenix Cabernet Sauvignon**

The 2009 vintage of Phoenix Cabernet exhibits strong varietal characters of cassis with powerful blackberry and mulberry fruits finishing with soft silky tannins and elegant cedary oak. A wine that shows classic Coonawarra flavours in a balanced, elegant but full bodied wine.

Serve with: Hearty winter stews.

Awards: 92 Points/ Gold; 2011 L.A. International Wine & Spirits Competition.

**2009 Aradia Chardonnay**

Medium yellow, this chardonnay is fresh and crisp with lingering melon fruits and subtle oak. Hand picking, whole bunch pressing and wild yeast adds complexity and refines the varietal flavours while maintaining the wines freshness. A stylish and elegant cool climate chardonnay.

Serve with: Fresh seafood or equally enjoyable on its own.

Awards: 90 Pts; Campbell Mattinson.

**2008 Reserve Cabernet Sauvignon**

100% estate grown Coonawarra cabernet with wonderful berry and violet aromas. Rich, sweet berry flavours with distinct Coonawarra cabernet flavours of cassis and berries. After spending 24 months on oak this wine has a complex and well developed palate with luscious silky oak tannin.

Serve with: Barbecued fillet steak.

Awards: 95 Points/ Gold 'Best of Class'; 2011 L.A. International Wine & Spirits Competition.

**2009 Hyland Shiraz**

Rich with strong, ripe blueberry fruit flavours, a soft middle palate and silky oak tannins. The chocolate/ mocha notes on the finish balances the fruit flavours making an elegant medium to full bodied wine. Matured for 18 months in French oak this wine will continue to age for 5-7 years.

Serve with: Game meat or char grilled Atlantic salmon.

Awards: Silver; 2011 San Francisco International Wine Competition.

**2011 Over The Moon Rose**

This new release rose is dry and crisp with a distinctly floral aroma. Beautiful salmon pink in colour with a vibrant palate consisting of strawberry and cassis derived from the blend of pinot noir, merlot and cabernet sauvignon. This delicate, refreshing rose is made to enjoy now.

Serve with: Compliments many cuisines or drink it by itself on a warm summers day.

**2006 Special Select Shiraz**

A strong fruit driven wine showing concentrated blackberry and cassis characters and fine silky tannins. There is a fine balance of fruit, oak and richness in an opulent and lively palate.

Serve with: Game, beef or lamb but also goes well with a range of cheeses.

Awards: 93 Points; James Halliday, 92 Points; The Australian Wine Annual 2011.

## EVENT CALENDAR

1st September

**#CabernetDay**

Join the tweet up

14-16th October

**Coonawarra Cabernet Weekend**

Evoke your senses on Saturday 15th with live music, delicious food and hot coffee accompanied by award winning wines.

16th October

**Coonawarra Barrel Series 14 Auction**

Your chance to get your hands on the rarest Coonawarra wines.

For more information on any of these events see our website.

[www.penley.com.au](http://www.penley.com.au).



## NEWS JUST IN

As we went to press we heard about a fantastic placement for Penley's wines in the USA where not one, but two of our award winning wines have been selected to be listed at the iconic Fleming's Steakhouse restaurants.

Fleming's is committed to quality wine with 100 award winning wines by the glass, a unique tasting program and a world-class list of reserve wines. Penley's Gryphon Merlot will be available from September by the glass with our Reserve Cabernet Sauvignon available by the bottle in all 64 restaurants.

This is a fantastic example of how Penley is representing Coonawarra to the world.

If you live in the USA, make sure you get to a Fleming's near you to enjoy their exceptional food paired with your favourite Penley Estate wines. To find your local Flemings, visit their website <http://www.flemingssteakhouse.com>.