

PENLEY ESTATE

NEWS AND VIEWS FROM THE SUN

February 2010

Number 24

THE YEAR THAT WAS

For some 2009 will be remembered as the year of the Global Financial Crisis, one filled with feelings of anxiety and uneasiness. Add to this some harsh criticism of the Australian wine industry from overseas press and many wineries found the pressure all too much. This forced wineries, including Penley to ensure they are 'in the game' in terms of quality and value, leading to a renewed focus from Australia. We are proud to say that despite the challenges Penley Estate has continued to excel resulting in some great achievements throughout 2009.

When the 2009 vintage started in March the vineyard and winery team were all ecstatic that they could put to use the new winery expansion. The extra fermenting and storage space allowed the team to get the fruit off the vine at optimal timing, resulting in better wines which so far look fantastic; showing overwhelming regional and varietal characters with bright and fragrant fruit.

Then, despite the GFC Penley was able to add a few new export markets to our growing portfolio of distributors: Jointek Fine Wines in China and Les Celliers in Vietnam and Cambodia. Two of Penley's wines were also selected to be served on International airlines with the Reserve and Phoenix Cabernet appearing on British Airways and V Australia respectively.

We were also pleased to celebrate the release of our first batch of wines from our 20th vintage - the 2008 wines including the Phoenix Cabernet and Gryphon Merlot.

The 2005 Reserve received a glowing review in Gourmet Traveller Wine with a rating of 95 Points for its *"Classic Coonawarra style which cries out for cellaring"*. Adding to this was three 93 points scores from Nick Stock, Robert Parker Jr. and Wine and Spirits Magazine, with their respective writers also praising the Reserve's ability for cellaring.

The Chertsey was the other big winner of the year with Nick Stock reviewing the 2005 vintage at 95 points in various publications including the latest edition of The Penguin Good Wine Guide. Robert Parker Jr. also reviewed the Chertsey, rating it at 92 Points commenting that the wine has *"Outstanding concentration, excellent balance and a pure finish"*.

Not to be outdone the 2005 vintage of Special Select Shiraz also took home some high scores including a 92 from Huon Hooke and 90 from Robert Parker Jr, the former calling it "A Coonawarra shiraz like no other".

The reserve end of the portfolio wasn't the only wines receiving attention with the estate range also sharing in some glory. Our Phoenix Cabernet Sauvignon (vintage 2007) showed it's usual class with a few 90+ reviews and a swag of medals to its name. However it was Hyland's year with a great score of 93 points from Jeremy Oliver in his 2010 Wine Annual, 90 Points in Wine Spectator and a Top 10 berth in The Adelaide Review's Top 100 Wines Of The Year- not bad considering Coonawarra is known as cabernet country.

Our Gryphon Merlot and Condor Shiraz Cabernet both impressed US writer Stephen Tanzer receiving 91 and 90 points respectively while our new 2008 Aradia Chardonnay received its first taste of success with 90 points from Robert Parker Jr. who commented on its *"Lively acidity, good balance and well integrated oak"*.

In total Penley received 25 90+ scores from Australian and overseas press in 2009, another successful year bringing our medal tally to 47 trophies, 165 90+ points and over 1000 medals, We're sure you'll agree that's quite an achievement for just over 20 years in business.



In This Issue: Presenting Emma Hack | Another Milestone | Wine Focus: Reserve Cabernet China Launch A Success | Cabernet Weekend Run Down | Current Releases | Event Calender

www.penley.com.au

PENLEY PRESENTS EMMA HACK

Penley Estate will once again be involved in the annual Penola Coonawarra Arts Festival which will be held over four days during the month of May.

As part of the festival, which supports talented artists from all mediums, Penley Estate is pleased to host renowned artist Emma Hack who will be exhibiting her latest work; the Native Mandalas range, as well as a range of her past works at our cellar door throughout the month of May.

For her Native Mandalas range Emma has painstakingly camouflaged the human form into hand painted mandala designs. This offers a utopian view of the essence of Australia in stunning depictions of native wildlife; mammals, birds and reptiles which appear to leap from their luscious native floral setting overtaking the presence of humans.

Drawn in by the exquisite designs and striking representations of animals, the reaction of new viewers to Emma's work is usually one of complete amazement and it is not long before they realise there's a person in the background; spurring questions of how exactly Emma is able to do it.

Of course we plan to indulge more than just your sense of sight with delicious home made hot chocolate brownies, freshly brewed coffee from Espresso To Go and our latest wines by the glass all for offer on Saturday 8th May.



Above: One of Emma's amazing artworks: Goanna in the Sturt Desert Rose.

The festival programme is filled with loads of exhibitions, performances, workshops and events that are spread over the four days from Thursday the 6th to Sunday the 9th of May so why not make a long weekend of it! For more information on the 2010 Penola Arts Festival visit www.artsfestival.com.au.

ANOTHER MILESTONE

Penley Estate is not the only one to celebrate a milestone recently with Les Celliers; our distributor in Vietnam and Cambodia celebrating their anniversary of supplying high quality wines in Vietnam for 10 years as well as 15 years in Cambodia.

To celebrate the occasion Les Celliers organised a series of events and tastings throughout the region including Hanoi, Saigon, Phnom Penh and Siem Reap with many of their winery representatives present, including our very own Kym Tolley. Events were well attended by trade and customers alike with the French and Australian ambassadors also present to open the events in Cambodia.

"While there was not much time to see the two countries we did enjoy meeting some enthusiastic and knowledgeable people in some great locations" said Kym. What was the highlight of the trip? *"Having a couple of spare days where I was able to visit the Angkor Wat temples with my wife Sue"*.



Above: Kym Tolley with visiting winemakers, trade and Les Celliers staff.

WINE FOCUS: RESERVE CABERNET

If there is one wine in our range that epitomises who we are and what we do this is it; the Reserve Coonawarra Cabernet Sauvignon.

First made in 1989 the Reserve is our 100% estate grown and made cabernet which captures the essence of Coonawarra and cabernet. Deep crimson in colour with rich and enticing aromas of wild berries and violet. The mouth watering palate consists of rich, sweet berry and strong cassis characters coupled with smokey oak that will develop with bottle age. The key to our Reserve is balancing the complex flavours and tannins so that the wine will continue to evolve.

The Reserve is sourced from our 10 blocks of cabernet, all with extremely low yields creating the intense aromas and flavours. Fermenting at cooler temperatures maintains the varieties elegance while our traditional heading down tanks enable maximum colour and flavour extraction before being matured for 24 months in the highest quality French oak.

The current vintage of Reserve has so far been awarded with eight 90+ scores (including 95 points from Gourmet Traveller in November 2009) as well as a range of medals while the total number of awards for Reserve since its release in 1989 includes 20 trophies, over 270 medals and 38 90+ ratings.



CHINA LAUNCH A SUCCESS

With the addition of Jointek Fine Wines to the Penley family late last year it was time that Kym Tolley and Jason Murray visited China to educate trade and consumers alike on Penley Estate.

The whirlwind trip began in the city of Beijing where the ancient city melds with incredibly modern buildings. Here Kym and Jason met the Beijing team for the first time, also having their first encounter of giving a presentation with a translator in front of Jointek's many store owners and staff. The well organised Jointek team had also set up a series of in store bottle signings and a well attended consumer tasting where they were able to discuss Penley's history and wine style.

From there they moved onto Shanghai for a quick overnight stop, meeting the Shanghai team, visiting stores and experiencing the Shanghai traffic. *"At our consumer tasting in Shanghai I was particularly impressed by the knowledge the customers had"* said Kym *"With about 20 customers in attendance, all were young and well educated and most importantly had a real thirst for knowledge"*.

The last stop on the China adventure was the city of Guangzhou; the location of Jointek's head office and the largest wine market in China with a continually growing number of consumers. Again Kym and Jason took part in store visits and bottle signings but also visited restaurants and held a Penley masterclass for Jointek's store managers and sales/marketing staff.

Penley was also able to host a wine dinner at The British Apartment Hotel where about 40 people enjoyed Penley's wines with a range of traditional Chinese food. *"The surprising thing to me was the food; it was much lighter and less spicy than I imagined and fitted perfectly with the wines; certainly renewing my interest in enjoying Chinese food here in Australia"* said Kym.

The exceptional standard of organisation by the Jointek team stood out at their Premier Wine Tasting and dinner where over 400 people were wined, dined and entertained by the most elaborate wine event Kym or Jason have ever attended. From the singers and dancers to models parading the wines down a catwalk in French fashion show style, there was no shortage of glitz and glamour at this event.

Overall Kym and Jason left China feeling that this evolving market will continue to shine, particularly with such a perfect fit of Penley into Jointek's portfolio of world renown, family owned wineries. While French wines continue to dominate the shelves Australian wines are earning a reputation of quality thanks to companies like Jointek that are ensuring consumers are educated about our wines. For more information on Jointek visit www.jointekfinewines.com.hk.

Below: Kym Tolley in one of Jointek's stores, hosting a Penley Estate dinner and presenting a wine prize at the Premier wine dinner.



CABERNET WEEKEND RUN DOWN

As promised the 2009 Coonawarra Cabernet Weekend was filled with plenty of food, music and wine with over 300 people visiting the winery during the October festival. Though the clouds may have looked menacing early in the day, the sun came out and made it a beautiful day to celebrate on the Penley lawns.

The entertainment was at its best with talented acoustic duo Christy and Jason Wallace playing great tunes and even face painting for the kids in between sets. The Mary MacKillop Memorial School took charge of the catering, raising money for their rocket reading program by cooking up a storm of yiros and yummy chocolate cake, which became such a success they had to purchase more meat to keep up with the demand; in total raising over \$1000. Kym Tolley, winemaker and owner of Penley Estate said *"I'm glad that we are able to help support the local school by giving them this fundraising opportunity during the Cabernet Celebrations, their presence and great food added to our day."*

That's not all! On top of great food, wine and music we gave away 4 great prizes with the lucky winners sharing in prizes worth over \$500.

Due to the success of the 2009 weekend we will be doing it all again this October so make a note in your diary. Hope to see you there!

CURRENT RELEASES FROM PENLEY

**2008 Phoenix Cabernet Sauvignon**

The 2008 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: Barbecued fillet steak.

Awards: Gold; 2009 Limestone Coast Wine Show.

**2008 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; Robert Parker Jr.

**2005 Reserve Coonawarra Cabernet**

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; Gourmet Traveller, 92 Pts; Robert Parker Jr.

**2008 Gryphon Merlot**

Rich with strong, ripe blueberry fruit flavours, a soft and rich middle palate and silky oak tannins. The chocolate and mocha complexities on the finish balances the fruit flavours making a medium to full bodied wine. Matured for 18 months in French oak this wine will drink well now or continue to evolve over the next 5- 7 years.

Serve with: Game meat or chargrilled Atlantic salmon.

**2005 Chertsey**

Penley's Bordeaux style blend of cabernet sauvignon, cabernet franc and merlot is co-fermented giving the wine enviable complexity while remaining incredibly balanced. Floral aromas and ripe, rich cassis and berry flavours are balanced by silky oak tannins derived from 24 months on oak.

Serve with: A selection of cheeses.

Awards: 95 Pts; Nick Stock, 93 Pts; Robert Parker Jr.

**2005 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: 94 Points; James Halliday, 94 Points; Nick Stock, 92 Points; Huon Hooke.

EVENT CALENDAR

9th April

Coonawarra Afterdark

Join us at Penley for fudge and bubbles where you can enjoy a trio of delicious fudge with a glass of our Sparkling Pinot or some hot home made soup.

6th- 9th May

Penola Coonawarra Arts Festival

Penley proudly presents Emma Hack with her latest Native Mandala range. Enjoy the exhibition with our wines by the glass and hot chocolate brownies.

August

Coonawarra Roadshow

For those who can't make it to Coonawarra see www.penley.com.au for dates/ locations.

17th -19th October

Coonawarra Cabernet Weekend

More details to come.

TRAVELLERS TALES

Until last November Vietnam and Cambodia were two places I had yet to see in the world and yet they are two places I would definitely visit again.

I was completely taken aback by the friendliness of the people and how everyone I met was so enthusiastic to learn about Penley and wine in general. I was also surprised when I saw an old friend that I had not seen for 30 years at a tasting who is now living in Vietnam.

Both Sue and I were amazed at the motorbike traffic and mesmerised by the absolute beauty of the Angkor Watt temples; particularly after rising at 5am to catch the sunrise.

Kym Talley



Above: The amazing Angkor Wat Temples



Looking For That Perfect Gift?
Penley Estate Gift Certificates
Now Available!

It's the perfect way to spoil family and friends! For Birthdays, Mother's Day or Father's Day, whatever the occasion you can't go wrong with a Penley Estate Gift Certificate.

Available from cellar door or at www.penley.com.au
For more information please contact us on 08 8736 3211