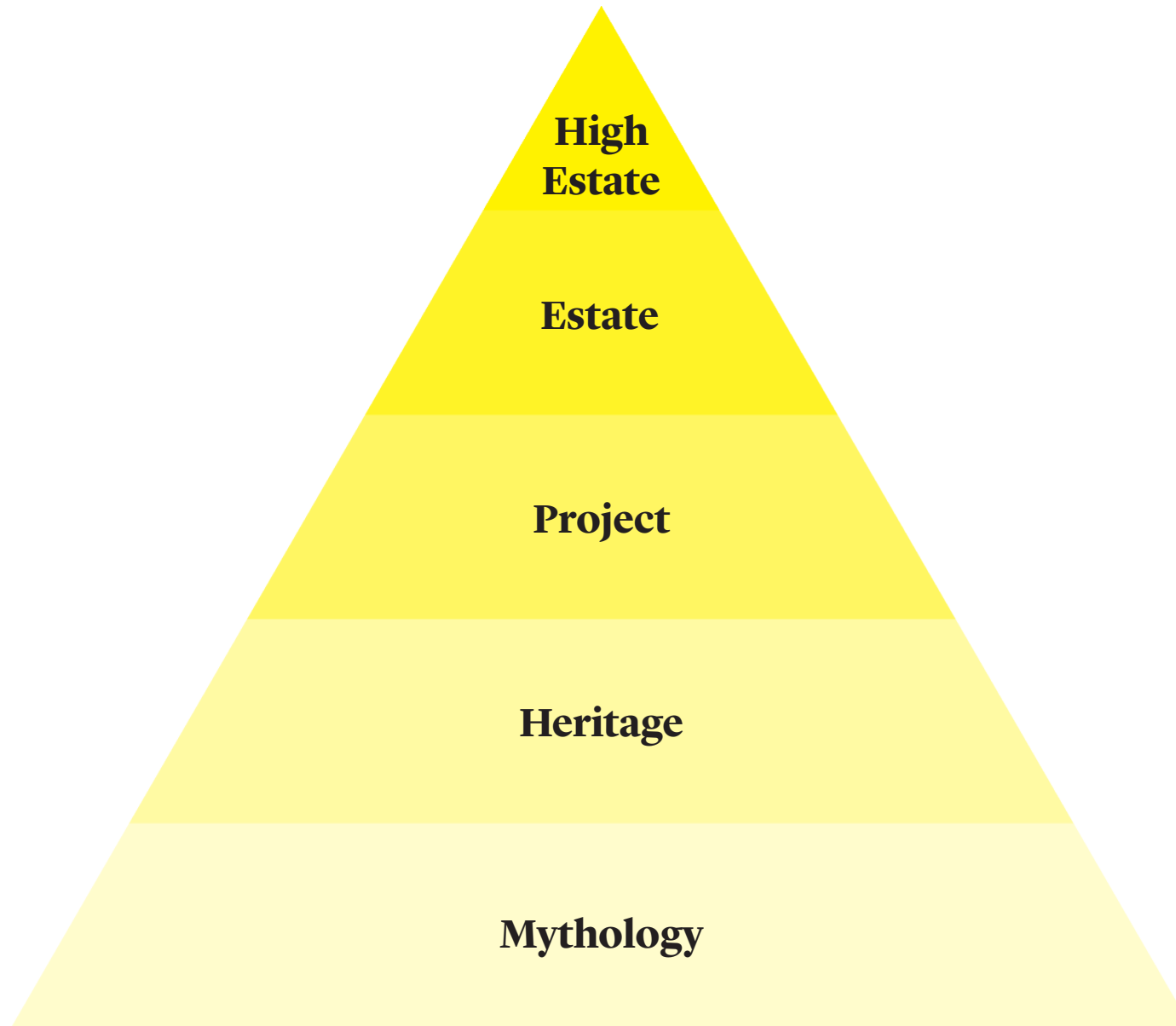




PenleyEstate

The Little Book of Penley

Brand Pyramid



Mythology

Heritage

Project

Estate

High Estate



Phoenix

Cabernet Sauvignon
Firebird – a wine to help you rise (again) to any occasion.



Atlas

Shiraz
God of Endurance and Astronomy, condemned by Zeus to hold up the sky and carry the world on his shoulders – an Earthy wine guaranteed to ease your burden.



Gryphon

Cab Sauv, Cab Franc, Merlot
The head, wing and talons of an eagle and the body of a lion – a crazy, mixed up and totally mesmerising wine.

Philosophy

Mythology began with Phoenix, our award-winning Cabernet Sauvignon; the splendid bird rising from its ashes. We could say it symbolised our rebirth or renewal; it certainly inspired a wonderful series of accessible wines. However, the truth is a little more prosaic – Phoenix was the name of the distillery purchased by Douglas and Frank Tolley. Here, along with master distiller Thomas Scott, they began TST Brandy. Douglas then went on to found Tolley wines. Still, we love our Mythology – to be drunk whenever the mood takes you.

Role

Contemporary
Volume driver that leverages Coonawarra appellation and adds **contemporary** style to the PEW brand.

Primary Channel

Independent and specialty wine retail

Price

\$20.00

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Tolmer

Cabernet Sauvignon

Our great, great grandfather, Alexander Tolmer, was a dashing, colourful character who also happened to be South Australia's Commissioner of Police – a full bodied wine with loads of character that arrests the palate.



Hyland

Shiraz

Georgina Penfold (from above, the one with the nanny) was an only child. She married Victorian businessman, Thomas Hyland. They had four Hyland children – just when you think you're only having one glass, you're suddenly onto your fourth.



Francis

Cab Franc

Francis is named after several people in the family beginning with Thomas Francis Hyland, born 1831, Francis (Bill) Penfold Hyland, born in 1891. You could argue Francis is sort of a family name.



Genevieve

Chardonnay

Genevieve was the granddaughter of Alexander Tolmer, which is enough in itself. However, she was also married to Bill Penfold Hyland; winemaker and great philanthropist – a very generous wine that keeps on giving. (Well, it will be when we make it).

Philosophy

To put it simply, Heritage is about our heritage; our 'mover and shaker' ancestors who helped shape our family and brought us to where we are now. Just like all dedicated family members, we keep Heritage close to home. In fact, it's only available on premise or at our cellar door. These are wines to savour now or later.

Role

Elegance

Modern, stylish and fruit forward wines providing **elegance** and on-trade accessibility. Volume driver by via the glass listings and promotions.

Primary Channel

On-premise and specialty wine retail

Price

\$30.00

Mythology



#8

Shiraz, Cab Sauv
The classic Comet design windmill was used in Coonawarra for many years pumping water, supplying to the many grape crops of the south-east. Here we represent and redefine the classic and beloved red wine blend.

Heritage



#7

Cabernet Sauvignon
The design of the label is an expression of contentment. There is life in all of us, just like there is life in this wine. The minimal design brought together merely by black ink tells a story of joy through wine.
Artist: Bruna Vettori

Project



#6 2019 Whole Bunch
Cabernet Sauvignon



#5 2018 Whole Bunch
Coonawarra Shiraz



#4 2018 McLaren Vale
Shiraz

Estate



#3 2018 Spring Release
Cabernet Franc



#2 2016 11 Barrels
Shiraz



#1 2017 Spring Release
Cabernet Franc

Philosophy

"We are not afraid to experiment; in fact, we relish it. We push the discomfort and great things come. By challenging convention, our own individualities are allowed to shine. We practice what we call educated minimalism- what we do it just as important as what we don't do and the space that falls between gives rise to creativity. They flick the switch on more than on sensory realm. The final product won't have its origins suffocated. It is alive." - Kate Goodman

Role

Excitement

Provide **excitement** and relevance to our modern, stylish wine brand. Our project wines are a chance for Kate to really experiment with wine making techniques and processes, plus it gives us a great opportunity to have fun with the packaging.

Primary Channel

DTC and on-trade

Price

\$40.00-
\$50.00



Steyning

Cabernet Sauvignon

Steyning is the birthplace in 1811 of Christopher Rawson Penfold, son of a vicar, John Penfold, and founder of Penfolds wines. He married Mary, a pioneering tour de force who embodied the winemaking spirit of Australia's early settlers (see the history page) – a classic red, filled with righteous spirit; just heavenly.



Chertsey

Cab Sauv, Cab Franc, Merlot

Douglas Astral Tolley, co-founder of TST Brandy and founder of Tolley wines, was born in Chertsey, Surrey. Douglas was inspired by the great winemakers of Bordeaux. We think he may be the most famous person from Chertsey (Keith Moon doesn't count, because he only lived there for a short while in the 1970s and probably wasn't there at all really) – a historically grounded, Bordeaux inspired wine that tantalises the palate and begs the question, 'Who are you?'

Philosophy

These wines are special to us. They represent our sense of place, our connection to Penley Estate and the Coonawarra. It's where the terra rossa soil, the red beating heart of our wines, is nurtured and the fruits of our labours are celebrated and enjoyed. We love Penley Estate and have commemorated our sense of place by acknowledging our ancestors' sense of place. The Estate Series are soulful wines that can be appreciated now or savoured for moments well into the future.

Role

Expressions

Build fine wine credentials and reinforce PEW as an expert in **expressions** of Coonawarra.

Primary Channel

On-trade and fine wine retail

Price

\$45.00



Helios

Cabernet Sauvignon
Helios [noun]
The ancient Greek god of the sun, represented as driving a chariot across the heavens; identified by the Romans with Sol.



Eos

Shiraz
Eos [noun]
The ancient Greek goddess of the dawn, identified by the Romans with Aurora.

Philosophy

High Estate is the best of the vintage; it captures the pinnacle of the year and the answer to every challenge given to the viticulture and winemaking teams. It is the personification of the sun. It is the best of Penley Estate. Eos to be considered as a part to Helios but as an acknowledgement of Australia's great blend history and 'invention'.

Role

Excellence
Build PEW fine wine credentials by demonstrating **excellence** to all 'gatekeepers'.

Primary Channel

Fine wine retail and fine dining. VIP DTC

Price

Helios
\$150.00

Eos
\$100.00