

Heinemann hosts world-first Penfolds wine display at Sydney Airport



Penfolds' tasting bar and its 98-bottle Penfolds Grange 2014 display at Sydney Airport

Treasury Wine Estates, in partnership with Heinemann Tax & Duty Free, has unveiled a global-first installation for Penfolds Grange in travel retail at Sydney International Airport.

The installation features a Penfolds tasting bar alongside 98 bottles of flagship wine Penfolds Grange, forming the world's largest public display of Penfolds Grange 2014.

Unveiled during the Chinese New Year period, with wines costing over AUD88,000 (US\$63,000) in value, the striking pop-up forms a key element in celebrating 175 years of history for the prestigious Australian winemaker.

Running during February, the installation aims to provide a distinctive photo backdrop for travelers passing through Australia's busiest airport. The 98 bottles celebrate a 98-point score attained for the Grange 2014 from acclaimed wine publication, Robert Parker's The Wine Advocate.

On-site retail ambassadors are available to help travelers understand more about Penfolds' Australian wines.

Commenting on the Penfolds installation, Simon Carter, General Manager Global Travel, Treasury Wine Estates, said: "This highly engaging pop-up highlights the brand's 175-year storied history, and is testament to our strong partnership with Heinemann by reinforcing our commitment in creating new and immersive experiences for travelers, to drive greater customer engagement and growth in the wine category."

In conjunction with the eye-catching display, where travelers are encouraged share their experience

on social media, there will also be sampling opportunities for Penfolds Special Bottlings: Lot. 1990 - A Pot Distilled Single Batch Brandy, and Lot. 518 - Spirited Wine with Baijiu.

Both products were launched last year, and the series pay 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 styled fortified wines.

Throughout February, travelers will also receive personalized Penfolds ribbons and, for the first time in travel retail, three Grange 2014 Jeroboam bottles will be available for sale at AUD6,200 (US\$4,400) each.

Richard Goodman, Managing Director, Heinemann Australia, said: "Penfolds is an important luxury wine brand for Heinemann. This collaboration, to launch a special 98-bottle Penfolds Grange 2014 installation, is an ideal platform for the brand to tap into key traveler groups here at Sydney International Airport during Chinese New Year. It also highlights Heinemann as a trusted and valuable partner for Penfolds to stage this installation in Sydney, as we continue to work together to help build awareness and draw new consumers into the Penfolds brand."