

Penfolds launches TR exclusive gift pack in line with top purchasing drivers



Penfolds Bin 389 GTR Exclusive Travel Gift Pack



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Leading Treasury Wine Estates brand [Penfolds](#) has launched a travel retail exclusive gift pack for Bin 389, presenting the storied Shiraz Cabernet blend often referred to as “Baby Grange” in a highly giftable and reusable carry pack.

In line with Penfolds’ ambition to grow the premium wine category in the channel, the Penfolds Bin 389 GTR Exclusive Travel Gift Pack offers a compelling reason for shoppers and consumers to trade up, either for a special gift or a moment of self-indulgence.

The gift pack targets the 38% of travelers whose purchasing drivers include travel retail exclusivity and new product launches (source: PI Research). Inspired by the winemaking process, the pack design reinterprets the hoops of a wine barrel, which delivers a creation that is reminiscent of the golden age of travel. Crafted from premium materials, the durable travel pack can be repurposed or kept as an ornamental memento.

First made in 1960 by the legendary Max Schubert, Bin 389 was the wine that helped forge Penfolds’ reputation with red wine drinkers by combining the structure of cabernet sauvignon with the richness of shiraz. The iconic wine earned its “Baby Grange” moniker in part because components of the wine are matured in the same barrels that held the previous vintage of Penfolds Grange.

“We are excited to launch this stunningly designed gift pack, which showcases our iconic Bin 389 wine in travel retail. This new and exclusive pack provides Penfolds with the opportunity to not only tap into travel retail shoppers’ desire for new and unique offerings, but also to lean directly into the gifting occasion, knowing that our latest research highlighted gifting as the number three reason why wine consumers visit the wine category.

“In collaboration with our key retail partners, Penfolds will drive awareness of this new pack through compelling activations in store in the lead up to the festive season, making this perfect for the upcoming gifting period,” comments Pieta Jordan, Head of Marketing, Global Travel Retail at Penfolds.

The Penfolds Bin 389 Travel Pack (750-milliter) has an RSP of AUD\$105 and is available at selected locations in global travel retail from October 1.