

Penfolds wraps up 180th anniversary celebration with Champagne pop-up in Hainan



'Champagne Through a Penfolds Lens' at CNSC Duty Free Shopping Mall in Sanya showcases the Australian winemaker's legacy of innovation and excellence

Penfolds, the renowned Australian winemaker, has brought its celebrated Champagne series to North Asia travel retail with an engaging pop-up at CNSC Duty Free Shopping Mall in Sanya. As a highlight of Savouring Sanya 2024 Wine and Spirits Week (2024年12月6日-12月12日), the activation invites visitors to explore "Champagne Through a Penfolds Lens" – a celebration of Penfolds 180-year tradition of winemaking excellence, reimagined through its innovative Champagne collection. Open from December 6, the pop-up was inaugurated by Penfolds Brand Ambassador Wang Yang (王杨) at a ribbon-cutting ceremony, followed by an exclusive VIP yacht tasting and luxury dinner.

Located in the heart of the mall, the pop-up offers a vibrant and immersive environment for visitors. A dedicated tasting space introduces shoppers to the flavors of Penfolds latest release, while portfolio displays showcase the breadth of Penfolds Champagne offerings and educate visitors on the craftsmanship behind each bottle. Surrounding digital screens amplify the storytelling, drawing visitors into Penfolds unique fusion of Australian innovation and French winemaking traditions.



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At the center of the activation is Penfolds non-vintage Champagne Cuvée Brut, crafted in collaboration with Champagne Thiénot. Made under the meticulous guidance of Penfolds Chief Winemaker Peter Gago, this blend of 45% Pinot Noir, 25% Pinot Meunier, and 20% Chardonnay delivers vibrant citrus notes, botanical aromas, and subtle hints of raspberry, nougat, and sherbet, embodying Penfolds' distinct House Style.

This marks the fifth release in Penfolds partnership with Champagne Thiénot, following earlier launches of single-vineyard Grand Cru Blanc de Blancs, Blanc de Noirs, and Non-Vintage Rosé Champagne.



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Michael Jackson, Global Director Global Travel at Penfolds, shared, “For 180 years, Penfolds has been synonymous with innovation and excellence, and our Champagne is a testament to that legacy. France, where Max Schubert’s vision for Grange began, continues to inspire us as we explore new frontiers in winemaking. Bringing this milestone to Hainan is both a celebration of our heritage and a step forward in redefining luxury wine experiences in global travel. This achievement would not have been possible without the invaluable support of our partners at China Tourism Group and the Hainan Tourism Bureau.”

Lin Mingkuan, Executive Deputy General Manager at China National Service Corporation (CNSC), added, “‘Champagne Through a Penfolds Lens’ adds a fresh dimension to our Savouring Sanya 2024 Wine and Spirits Week celebrations. Penfolds blend of classic and modern winemaking offers travelers an exceptional experience that combines tasting, interaction, and cultural exchange. The new Champagne collection showcases Penfolds craftsmanship while introducing a fresh and innovative perspective on the Champagne region. As one of the most important travel retail operating entities in Hainan, we are proud to host this milestone activation and look forward to Penfolds’ continued success in the region.”

As the Champagne category continues to grow globally, Penfolds is poised to lead with its unique approach to blending heritage and innovation. The Hainan activation not only highlights Penfolds craftsmanship but also reinforces its status as a global luxury icon, creating meaningful moments for travelers through exceptional wine experiences. As Penfolds commemorates its 180th anniversary, this milestone reflects the brand’s legacy of excellence and its bold vision for the future—a journey that continues to inspire and redefine the standards of luxury winemaking worldwide.