

Treasury Wine Estates unveils travel experience for DFS Masters of Wines & Spirits



Penfolds g3, a tri-vintage blend with Penfolds Grange from 2008, 2012 and 2014, was available at DFS Masters of Wines & Spirits 2019

Treasury Wine Estates unveiled a luxury wine travel experience at the DFS Masters of Wines & Spirits 2019 event, held in Singapore from March 22 to 24.

For the first time, attendees at this year's event were able to purchase a four-day, three-night bespoke travel itinerary that included a dinner at the Penfolds Magill Estate Restaurant hosted by Penfolds Chief Winemaker, Peter Gago.

The trip to Magill Estate was available to groups with four travelers, and featured a helicopter flight into Magill Estate from the luxurious Kingsford Homestead, and meals paired with fine Penfolds wines. The four travelers will each receive a bottle of 100-pointed 2008 Penfolds Grange.

In addition to the travel experience, Treasury Wine Estates also showcased the Penfolds g3, the six-liter Penfolds Bin 707 Imperial in a one-of-a-kind hand-crafted gift box, and a three-vintage Beringer Private Reserve Cabernet Sauvignon Collection.

Simon Carter, General Manager, Global Travel, Treasury Wine Estates, said: “We are extremely honored to partner with DFS at this premier event to highlight truly unique and much sought-after luxury wines in our portfolio. We understand that luxury travelers are constantly seeking special experiences, and as such, we’ve unveiled the Penfolds Magill Estate travel experience for the first time here. We are also highlighting some of our most popular wines for luxury travelers – incredibly collectable wines. We strongly believe that working with a quality and trusted partner, such as DFS, truly allows us to leverage on each other’s strengths to further elevate the travel retail sector.”

Additional collectors’ items from Treasury Wine Estates were the Penfolds g3 – a blend that combines the 2008, 2012 and 2014 Penfolds Grange vintages to create a unique expression.

Featuring a tri-vintage Penfolds Grange blend, each individual vintage delivers a depth of character and flavor honoring Penfolds’ flagship, Grange. Only 1,200 bottles are available globally, with 23 bottles available at the DFS event. Every bottle of the Penfolds g3 is wax-sealed by hand and individually numbered.

The third highlight from Treasury Wine Estates was the Penfolds Bin 707 Imperial. This Cabernet Sauvignon represents the Penfolds house style. It is described as full-bodied with proven cellaring potential.

Only a handful of Imperials were bottled from the company’s most notable wines and vintages, and only one bottle was available at the event.

Lastly, the three-vintage Beringer Private Reserve Cabernet Sauvignon was also showcased.

Beringer Chief Winemakers Myron Nightingale and Ed Sbragia created the Private Reserve program in 1977 to make Napa Valley’s finest Cabernet Sauvignon, and the three-bottled edition offers collector’s vintages from 2006, 2009, and 2011, all in magnum bottles. Only two sets were available at this year’s DFS Masters of Wines & Spirits event.