

# Penfolds V launches exclusively with Heinemann Australia at Sydney Airport



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[Treasury Wines Estates](#) (TWE) brand [Penfolds](#) has launched its latest Chardonnay blend, Penfolds V, in collaboration with [Heinemann Australia](#).

According to the company, Penfolds V is a one-of-a-kind, multi-vintage Chardonnay that combines five

of Yattarna's most exceptional vintages: 2011, 2012, 2014, 2016, and 2021. The limited release is selected and blended by Penfolds' Chief Winemaker Peter Gago and White Winemaker Kym Schroeter to create a complex and expressive wine.

Sydney International Airport is the only location in global travel retail where Penfolds V will be available on-shelf. The product has already been pre-sold in Penfolds' direct-to-customer channels, through private VIP dinners, and hand-sold by Penfolds' private relationship managers.

An ode to the unique heritage of the Chardonnay, the bottle is displayed on a plinth at the counter, surrounded by five V-shaped light strips to emphasize Penfolds V's distinct character as an amalgam of the very best Yattarna vintages.

Penfolds' Director of Global Travel Retail and Global Hotels, Daevid Warren, said, "We are delighted to announce this partnership between Sydney International Airport and Penfolds, two Australian icons that share a commitment to showcase the rich heritage and world-class quality of Australia's finest. As Penfolds' reputation for innovation and exclusivity strengthens, we are committed to leveraging the travel retail channel to amplify the excitement around launches and offer shoppers the opportunity to explore some of our most sought-after bottlings."

George Tsoukalas, Managing Director of Heinemann Australia, added, "Penfolds V is a testament to the exceptional quality and craftsmanship that Penfolds is known for. We are honored to partner with Penfolds to launch Penfolds V at our Heinemann Tax and Duty Free store at Sydney International Airport, and we are confident that our customers will appreciate the chance to discover this limited release product."

With only 2,200 bottles available worldwide, Penfolds V is also available for purchase online in Singapore on Lotte's [ishopchangi.com](https://ishopchangi.com) Penfolds premium brand page, while King Power will launch it in Bangkok via a private dinner with their prestige customers.