

Penfolds to launch fortified wine for Asian market

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Starting in California from the 2018 harvest onwards, the Penfolds winemaking team will be making a new range of wines using the best Napa Valley grapes.

A Barossa shiraz fortified with baijiu (a fiery, Chinese grain spirit), Lot. 518 will be introduced in September 2018, with a reported \$110 retail price. The Barossa shiraz contains 6% baijiu spirit to capitalise on the company's booming exports to China in recent years.

As part of the 'Special Bottlings' range, Penfolds has just released 'Lot. 1990,' a 28-year-old single-batch brandy.

The third, and final, release will be a Champagne, which Penfolds plans to have in the market in time for its 175th anniversary, in 2019.