

**MAX'S**  
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**SHIRAZ**  
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**SOUTH AUSTRALIA**  
 2017



**OVERVIEW** Penfolds Max's Shiraz is a tribute to former Chief Winemaker Max Schubert 1948-1975, a legend in Penfolds history. Max's constant pursuit of excellence paved the way for those who followed in his footsteps and also allowed the status and heritage of Penfolds to grow. A contemporary offering of South Australian shiraz, this release provides a fruit-driven wine which is generous in flavour and persistent across the palate.

**GRAPE VARIETY** Shiraz

**VINEYARD REGION** South Australia

**WINE ANALYSIS** Alc/Vol: 14.5%, Acidity: 6.3 g/L, pH: 3.66

**MATURATION** 10 months in seasoned American and French oak hogsheads

**VINTAGE CONDITIONS** The vines in South Australia had plenty of rain over winter and spring, providing ideal conditions for the growing season. Cool conditions slowed growth in early spring with temperatures warming up in October. The cooler and wetter than average conditions negated the need for irrigation until deep into summer. Growers needed to carefully manage their vine canopies and crop size to guarantee quality. Weather conditions during ripening were generally dry, favouring fully ripened grapes with good colours and flavours.

**COLOUR** Bright crimson red with a dark purple core

**NOSE** Lifted aromas of dark chocolate, ripe strawberries, black cherries and satsuma plum dominate the fruit spectrum. Exotic baking spices and subtle cedar notes are beautifully interwoven. Classic South Australian shiraz, tempting, full of promise.

**PALATE** The aromatic fruits flow through to the palate ... reminiscent of your childhood spiced Christmas cake. The richness of the forest fruits and red liquorice are tempered by subtle savoury notes of dried thyme and sage. Fine lingering tannins add structure and definition. Beautifully balanced, and instantly accessible.

**PEAK DRINKING** Now - 2027

**LAST TASTED** December 2018

