

MAX'S  
THE PROMISE  
SHIRAZ  
2014



*“A compelling Shiraz gifting offer.”*

PETER GAGO  
PENFOLDS CHIEF WINEMAKER

<b>OVERVIEW</b>	Penfolds Max's The Promise is a tribute to former Chief Winemaker Max Schubert. Max was renowned for gifting his favourite wines to family and friends. A gesture that acknowledged the quality of a wine befitting of life's special occasions. This generosity of spirit continues today and is celebrated with this special release of South Australian Shiraz.
<b>GRAPE VARIETY</b>	Shiraz
<b>VINEYARD REGION</b>	South Australia
<b>WINE ANALYSIS</b>	Alcohol 14.5%, pH 3.69, TA 6.7g/L
<b>MATURATION</b>	12 months in seasoned American Oak
<b>VINTAGE CONDITIONS</b>	Above average winter rainfall prepared the vines in South Australia with healthy soil moisture profiles for the growing season. Spring rainfall was below long-term average resulting in early budburst, with November being the driest since 1974. Warm weather prevailed during summer and throughout veraison, allowing grapes to develop evenly and with good intensity. These conditions came to an abrupt halt on 14th February with a significant rainfall event slowing harvest. Improved conditions thereafter allowed the fruit to ripen slowly, retaining acid and developing desired colour, flavour and ripe tannins.
<b>COLOUR</b>	Deep, bright crimson.
<b>NOSE</b>	Lifted. Bruléed ... cinnamon, nutmeg, white chocolate. Background oak/spice.
<b>PALATE</b>	Balanced. Tannins – soft and supple. Generous, rich.
<b>PEAK DRINKING</b>	Now – 2020
<b>LAST TASTED</b>	November 2015

*Penfolds*