



MAX'S  
.....  
THE PROMISE  
SHIRAZ  
2016

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**OVERVIEW** 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.

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**GRAPE VARIETY** Shiraz  
**VINEYARD REGION** South Australia

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**WINE ANALYSIS** Alc/Vol: 14.5%, Acidity: 6.9 g/L, pH: 3.63

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**MATURATION** 12 months in French oak (5% new) and American oak (5% new) hogsheads

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**VINTAGE CONIDITIONS** The start of the growing season was approximately one week late with budburst and shoot growth relatively even across the regions. Spring and summer were very dry with rainfall well below average. The mild summer and very few heat extremes days ensured the fruit was able to ripen evenly and develop desirable flavours.

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**NOSE** Ruby core with magenta brightness at the rim.

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**COLOUR** Shameless shiraz fruit generosity ... berried brightness. Blackberry, boysenberry and dark cherry pie. With air, some cedar and sandalwood spice season the fruit.

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**PALATE** Chocolate custard texture assists the palate to expand laterally, creating mouthfeel and viscosity. Dark cocoa dusting and mention of sweet macaroons ... almond-like complexity. A taut acid spine creates focus, rhubarb succulence and slate-like on the finish. Powdery tannins and oak provide boundaries for the fruit.

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**PEAK DRINKING** Now - 2026

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**LAST TASTED** November 2017

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