

# What's in a label

Here's a wine label that you don't see very often...

'Elephant on a tightrope' is a new wine brand developed by Philippe Maffini and Cindy Bearce.

"Our desire was to create a consumer-friendly French wine brand that would strike a balance between wine style, price and packaging without compromising standards," says Cindy. The couple select wines from family-run estates throughout France with an aim of uniting a variety of French estate-bottled wines under a single brand name.

So where does the elephant come in? The couple emphasise the importance of perfectly-balanced wine – like the elephant on a tightrope – the balance of acidity with sweetness, oak and tannin with fruit, and alcohol with body and flavour. For a list of distributors visit [www.elephantonatightrope.com](http://www.elephantonatightrope.com)

