



ELEPHANT IN THE ROOM

It's hard to ignore the Elephant in the Room.

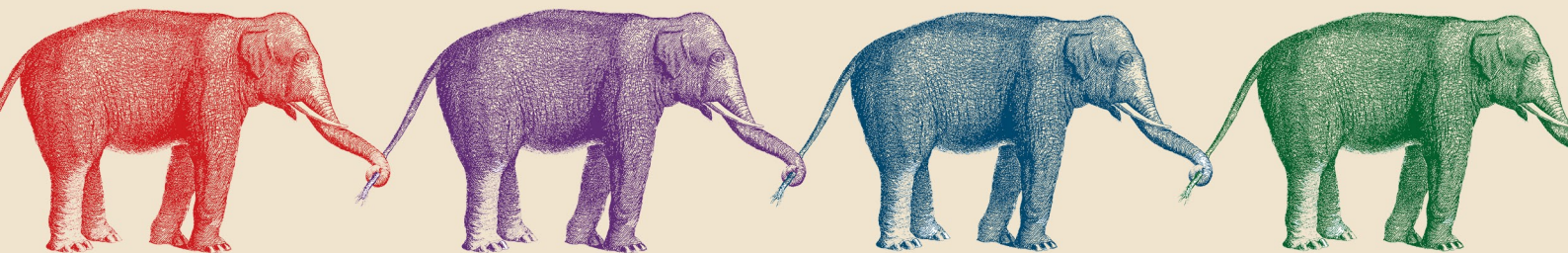
Not only is it Australia's #1 Pinot Noir, Elephant in the Room is a larger than life crowd pleaser.

You cannot ignore its bold, full flavoured and sophisticated appeal. Laden with character and expansive in taste, Elephant in the Room gives consumers what they want - full bodied and mouth-filling wines that deliver maximum pleasure.

Celebrating varietals that fit the modern occasion, Elephant in the Room is crafted to deliver our signature big, full-flavoured sophistication with overwhelming consistency and character.

"Good value drinking to be had here."

- Campbell Mattinson, The Wine Front



The range includes the following full flavoured wines from premium regions of South Australia.

See why these wines are causing a stampede in Liquor retail:



The Elephants you need in your room this summer.



“Elegant and attractively fragrant, the bouquet shows rockmelon, fig, peach and subtle vanilla characters, leading to a beautifully rounded palate that’s creamy and lingering.”

90 Points

Sam Kim, Wine Orbit



“Offering upfront juicy notes of fresh pear, red apple and pineapple with a lovely floral overtone, the wine delivers juicy fruit flavours and supple mouthfeel, offering lovely drinking.”

91 Points

Sam Kim, Wine Orbit

ALM Code

Chardonnay 375ml.....495983
Chardonnay 250ml can.....41167
Chardonnay 750ml.....793514
Pinot Noir 375ml.....495933
Pinot Noir 250ml can.....411358
Pinot Noir 750ml.....793441

Fiano 750ml.....696681
Cabernet Sauvignon 750ml.....93397
Tempranillo 750ml.....872509
Pinot Gris 750ml.....949199
Merlot 750ml.....415035
Shiraz 750ml.....890793