

PINK

*Elephant*



Seen in all the right PLACES

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*Elephant*

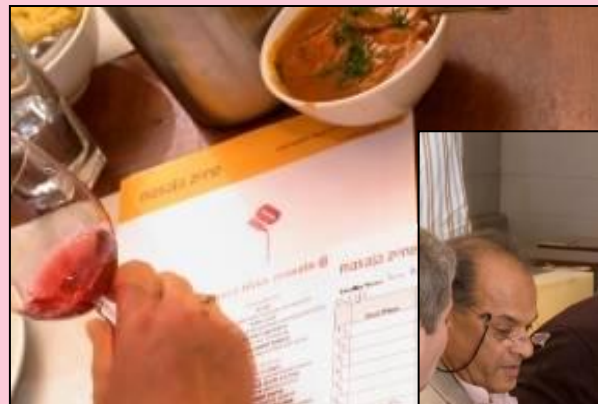
PERFECT ROSÉ

PINK ELEPHANT  
THE PERFECT ROSÉ

# THE CONCEPT

## To make a truly international wine brand

- *The first wine to be created by a panel of independent experts*
- *10 International conducted an expert tasting trial in London where 12 professional trade panellists made up of Masters of Wine, Buyers & Journalists helped to create the perfect Rosé*



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## THE WINE



### **Pink Elephant Rosé**

- 100% Garnacha  
*Fresh flavours with a hint of fruity sweetness.  
Elegant summer fruits with subtle highlights of  
strawberry and cherry*

### **Pink Elephant Rosé Sparkling**

- Charmat method  
*A soft fine mousse underpins delicate hints of  
strawberry to give a balanced and refreshing fruit  
driven finish*

### **Key Brand Factors**

- Perfect for any occasion
- A highly successful recognised brand
- Unbeatable quality/price ratio

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# THE CHARITY

"Pink Elephant was the first Corporate Sponsor of The Elephant Family Charity"



"The Elephant Family is hugely ambitious charity.

Their vision is a world in which the Asian elephant is no longer an endangered species. A world in which these magnificent creatures can live alongside humans in harmony and roam their ancestral lands in safety."



The Elephant Family is supported by HRH  
The Prince of Wales and The Duchess of  
Cornwall

# AWARDS, MEDALS & ENDORSEMENTS



Winning numerous awards since it's release, Pink Elephant continues to impress judges on the international stage

**Wine of the Week - Matthew Jukes**  
Daily Mail

**Wine of the Week - Jancis Robinson MW**  
Jancisrobinson.com

**Recommended by - Ollie Smith**  
BBC TV

**Recommended by - Suzy Atkins**  
The Sunday Telegraph

**Recommended by - Robert Joseph**  
UK TV Food Channel

**Recommended by - Sarah Jane Evans MW**  
BBC Good Food Magazine

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# SPONSORSHIP & EVENTS



Pink Elephant sponsors of Beach Volleyball



Sponsorship of the WTA pre-Wimbledon Party



Tesco Consumer Prize



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# PINK ELEPHANT AROUND THE WORLD

Pink Elephant at the Bird's Nest Stadium, Beijing



Pink Elephant tasting, Mumbai



Pink Elephant "On The Road", London



Sponsorship of The Elephant Parade

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# GLOBAL DISTRIBUTION



**Harry's bars**  
Singapore



**Four Seasons Hotels**  
Maldives



**Hard Rock Café**  
Brussels



**The Address**  
Dubai



**Tesco**  
UK



**Blue Elephant**  
Paris



**Nandos**  
UK



**The Clay Oven Restaurant**  
Bahrain

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# The men who made an elephant fly

Bill Rolfe and Toby Hancock make an unlikely double act, but together they are using every trick in the book to make their wine brands stand out and, yes, fly off the shelves, as Dominic Walsh discovers

**B**ill Rolfe and Toby Hancock, the founders of Surrey-based wine agency 10 International, are the Posh and Becks of the wine trade. Rolfe is the Cockney street trader from Peckham who rose to become marketing director of Unwines, while Hancock is the youthful public schoolboy who persuaded Rolfe they should set up their own business.

They are best known for launching Pink Elephant, a Portuguese rosé, as an accompaniment to spicy food, hoping to do for wine what Lord Billmorris, the founder of Cobra, did for beer.

The brand is also showing strong export potential, being sold in 22 countries, including Australia, Thailand, Spain, Sweden and the US, while the group's international aspirations have been boosted by the launch of an Irish offshoot.

However, 10 International is far from being a one-brand business. Although Pink Elephant is comfortably its biggest wine, the group's name is taken from the number of top wine-producing countries in the world and its aim is to create a new wine brand for each of them. From Argentina it has created a red wine called La Poderosa, after Che Guevara's motorbike and recently stocked by Majestic, while from Italy it has developed a brand called Emotivo.

While the quality of the wines is clearly important to the two wine enthusiasts, the company has learnt from their travels of the French wine

producers and set out to create simple but attractive brands with modern label designs that appeal to today's wine drinkers.

Here, Rolfe and Hancock tell Harpers Wine & Spirit all about their love affair with wine and the birth of Pink Elephant.

## How did you get together?

**BR:** We met in the trade and then both ended up working at United Wineries, part of Spain's Arco Group. Toby ended up as sales director and I was marketing director. We worked there for three years and realised we worked very well together, despite our different backgrounds.

## How did a working class lad from south London end up in the wine trade?

**BR:** I know, who'd have thought it? I joined Unwines in 1972 as a trainee store manager in Woolworth Road. I knew nothing about wine when I joined. I was getting married and needed a place to live and when you run a shop you got a flat over the shop.

## What happened next?

**BR:** Wine captured me and continues to do so. I

ran the company's top-selling shop, in South Norwood, and became area manager for nine years, before moving up to buyer, then marketing director. I was made redundant by Unwines in 2001 and joined Arco.

## A little bird tells me you've tried for your MW?

**BR:** I've sat the MW four times but always seemed to fail a different paper. I had particular trouble with the marketing paper which is ironic as marketing is what I know.

## Have you given up on ever getting it?

**BR:** I think so. To be honest, if I'd passed I'd probably never have set up 10. I'd have become even more nerdy about wine and probably be come a consultant.

## How did you come up with the idea of 10 International?

**TH:** When we were at United Wineries, we were going round the accounts and the wine fairs launching new Spanish wines. We thought, if we can do it for someone else, why can't we do it for ourselves. So I persuaded Bill we should set up our own company creat-

ing and designing new wines from scratch.

## Why not buy your own winery?

**BR:** Winemaking is the capital intensive bit. We saw an opportunity to split out the branding and marketing from the winemaking. So many wine producers who sell to the market directly are still stuck in this old-fashioned production frame of mind. Often you see all the good work they do in the vineyards, but they don't understand the consumer or how to create brands and turn their product into something desirable. Marketing is not just about labels. It's the whole package.

## Why the name 10 International?

**BR:** There are 10 top wine-producing countries in the world. The idea was that we would find 10 producers we could represent – high-quality, noble producers who might not know how best to sell to the market. We came up with the concept of taking on the noble brands they already had and then on top of that creating new brands aimed squarely at consumers using marketing.

## So you're effectively employing wineries to produce wine to your specification?

**TH:** Yes, although ideally it should be a complementary brand which helps us to sell interesting wines.



**You're best known for Pink Elephant, a Portuguese rosé made specifically to drink with spicy food. How did you come up with the idea?**

**BR:** We were sitting on a park bench having a sandwich in the spring of 2006. We knew that in José Neiva we had a noble Portuguese partner who could do virtually anything we wanted. We knew that rosé was

growing exponentially – at that time it was growing at almost 30% and represented 5% of market – but we knew it would carve out 10%. All the signals were there.

## Did you get any inspiration from that other great Portuguese rosé?

**BR:** Mateus is a brand some people mock but they've created a world

brand that consumers know. You have to admire it for that but we thought it was old hat and we could do something new and modern.

## Where did you get the idea of designing a wine to be drunk with spicy food?

**BR:** Matching wine and food is really important to us in the trade, and I thought no one had really done a wine to match Indian and Asian food. People talked about Sauvignon Blanc and Gewürztraminer but hardly anyone mentioned rosés being a good match with spicy food.

**TH:** We saw what Cobra had done with beer, making the Indian sector its own, but we thought that girls, in particular, might not like to drink beer with spicy food.

## So how did all this become Pink Elephant?

**BR:** Having come up with the idea, we then had to create a marketing strategy for this new product. We didn't have the name at that stage,

**Toby Hancock and Bill Rolfe: the brains behind 10 International**

but brought in our label designer. We knew the design had to be very modern and eye-catching.

## What about the name?

**TH:** We'd gone through everyone under the sun from maharajahs to Taj Mahal that. But we decided that anything like that would be dreadful.

**BR:** I was sitting in the bath one morning and I was looking at the shower head with the hose looped round like a figure of eight, and as I daydreamed I thought it looked like an elephant's ears. Then Pink Elephant because of rosé! It jumped out at a mile.

## Tell me about Project Tikka Masala.

**BR:** To choose the specific wine we put together a panel of 12 top tasters, including two MWs and some journalists, and said "OK, you guys are always commenting on wine, >



## BRANDS 'R' US

### Brands created by 10 International:

- Portugal:** Pink Elephant – rosé made from four grape varieties (Touriga Nacional, Alfrocheiro, Castêlo, Cabernet Sauvignon); Point West – white wine (50% Chardonnay, 50% Alvarinho) and red (100% Touriga Nacional). All made in Estremadura.
- Argentina:** La Poderosa – red from Patagonia (70% Malbec).
- Chile:** Chamanto – Sauvignon Blanc, Cabernet Sauvignon and Carmenère rosé, all from Maule Valley.
- Italy:** Emotivo – Pinot Grigio blush, white Pinot Grigio and red Montepulciano.
- France:** Left Bank – Cabernet Sauvignon from Bordeaux.
- New Zealand:** Two Islands – Sauvignon Blanc from Marlborough.
- Spain:** Aitoro – red from Navarra (60% Tempranillo, 40% Cabernet Sauvignon).

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**10 INTERNATIONAL**  
WINE BRANDING EXCELLENCE

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