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PLAYING THE PART

Star **Sarah Jessica Parker** talks about her partnership with Invivo wine.

Sarah Jessica Parker may be best known for her portrayal of the Cosmopolitan-sipping Carrie Bradshaw on HBO's *Sex and the City*, but the actress/producer/entrepreneur is now taking on a different beverage scene: wine. Earlier this year, Parker began collaborating with popular New Zealand brand Invivo & Co to create a signature Sauvignon Blanc. We caught up with her to get the lowdown on all her vinous style notes. —Sarah E. Daniels

Many people first got to know you as your *Sex and the City* character, Carrie Bradshaw, a notorious cocktail drinker. Does real-life Sarah Jessica prefer wine?

Well, I'm not Carrie Bradshaw, that's always an important distinction I have to make. It was a delight to play her, an honor. And I love the story that I got to tell. But I think it's always important to distinguish that I am different... Carrie has been a, let's say, enthusiast for the *Cosmopolitan*. But I, you

know, Sarah Jessica Parker—me, myself and I—I enjoy wine. I'm not a terrifically gifted mixologist, so I don't tend to make a *Cosmo*. I'm not entirely sure I would know how, to be honest.

So, what's your go-to wine, or what are some characteristics you look for?

Well, it depends on what we're eating. We cook every night, so I'm somewhat thoughtful about that choice, you know? But I do like whites a lot, Chardonnay. I also like rosé,

and there are reds that I really like as well. But I don't think I have, up to this point, been sort of monogamous, I guess, to one particular, certain grape or color.

To be honest, I wasn't even as much a Sauvignon Blanc drinker until I came to know Invivo. Actually, in Ireland, where we spend time... [Invivo's] very available.

Before this project, did you know New Zealand wines other than Invivo?

I was somewhat aware. I mean, you know, every fairly good wine purveyor, certainly in [New York City], tends to categorize by regions on the

“There's a huge amount that I don't yet know about the wine industry. So I'm much more quiet than I am in, say, a production meeting.”

shelf, and I've actually seen our local wine store's selection grow... I was also aware that, in particular, Sauvignon Blanc was something that they were doing really well, that it was becoming synonymous with New Zealand. Even if I wasn't as informed as I am now, that I've been focusing on their wines.

How did you get involved with this project?

I met the gentlemen of Invivo through a mutual contact who introduced us... They sent some bottles to myself and my husband [actor Matthew Broderick] to enjoy. And, meanwhile, we had been spending time in Ireland and our local grocery store was carrying it and we had been buying it, not making that connection. So we were unknowingly collaborating with them as a consumer anyway, which was kinda nice, you know, because we felt that there was an authentic enthusiasm for what they were doing, that we were willfully enjoying on our own and giving it a presence in our real [life].

This project is a big departure from acting. Have you discovered any parallels between the two worlds?

Creative processes can be familiar, regardless of what the outcome is or the destination of the effort. So that's familiar, working with people, being open to different conversations and opinions, learning to listen and taking advantage of people who are experts in their field. All of that is very familiar, and there's a huge amount that I don't yet know about the wine industry. So I'm much more quiet than I am in, say, a production meeting, where I'm more aware of what's needed or where there's urgency. But I love a true collaboration, which this is. I love [that they] are really good at what they do and are confident and are good at sharing information.

How many wines are you working on in total, and when will bottles be available?

We'll be starting out with the Sauvignon Blanc, and we're excited about working on a rosé in the future... We're looking into, possibly, a blend of rosé from Provence, which would be enormously exciting to me. For right now, those are the two things we're looking at... We plan to release [the Sauvignon Blanc] in August, if we get all of our ducks in a row. It'll retail between \$18 and \$20. It was really important to me that it felt accessible, but also be quality.



Invivo Co-founder and Director Tim Lightbourn, Sarah Jessica Parker, Co-founder and Winemaker Rob Cameron

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Our list taps all corners of the country for the most inventive and delicious wine and food programs available today.

DRINK UP!

Our 100 Best Wine Restaurants offer endless possibilities for exploring modern wine (and food).

Though we love all of our issues here at *Wine Enthusiast*, we have to fess up that the August issue—showcasing our annual 100 Best Wine Restaurants in America—holds a special place in our hearts. The result of 12 months of intrepid culinary and drinks exploration by our ever-thirsty team of editors, this eclectic and vibrant list (found on page 42) taps all corners of the country for the most inventive and delicious wine and food programs available today.

What's new this year? We feature more geographic range than ever before—including Alaska, Hawaii and our first restaurant ever in Puerto Rico—which points to the expansive reach of great food and drink to every corner of the country. We also highlight more new or

young restaurants than we have previously, because while we give due honor to classic venues (our Hall of Fame gains 12 names this year), there's something especially thrilling about the energy behind a burgeoning restaurant and new commitment to great wine service.

Also of note: Several that made this year's cut offer relatively smaller lists with laser focus and personality. Environmentally focused practices in food and wine also take center stage, with sustainable and responsible farming practices driving the grapes, regions and producers on many menus.

Speaking of the marriage of wine and food, cuisine darling Champagne is the focus of European Editor Roger Voss's article on page 70. Discussing Champagne's southernmost region of Côte des Bar in the Aube, he details how growers are experimenting with new blends and techniques, including organic practices, amphora, soleras and more, with tips on the best bottles to try now.

Intrepid wine lovers know that some of the world's most interesting wine and food combinations happen off the beaten track. Lifestyle and Entertaining Editors Mike DeSimone and Jeff Jansen prove this truth on

page 78, as they reveal wineries and wine-centric restaurants in Croatia, Slovenia, Hungary and Romania offering unforgettable experiences of plate and glass.

Also in the issue: The renaissance of Australian Grenache (page 64); calling out a wine snob (page 120) and a sit-down with actress Sarah Jessica Parker (page 24).

Cheers!



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COMING NEXT MONTH



◀◀ Lugana's Finesse and Flavor

Elegant and structured, balanced and bright, Lugana is one of Italy's premier white wines. And with more, higher-quality selections than ever, we'll give you the lowdown.

Beefsteak Cultura

A culinary tradition from the late 1800s, these banquets celebrated meat and camaraderie. We'll tell you all about the napkin-free phenomenon, with recipes and wine pairings.

Côtes de Bordeaux

Beyond the flat expanses of Médoc, the hills of chateaus that yield fine results. Learn about this varied landscape and the wine styles it produces.

Napa's Best Value Cabernet

From appellation bottlings and barely aged blends to wines aimed at younger audiences, value Cabs of all kinds abound throughout Napa Valley. We tell you the trusted producers to turn to.

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