

CHILLED

SAUVIGNON BLANC BY
*Sarah
Jessica Parker*
WINE'S FASHION STATEMENT



+

WOMEN IN
SPIRITS
LEADING LADIES
OF LIQUOR

THE WORLD OF
WHISKEY

BARTENDER'S
PRIZE-WINNING
RECIPES

Wine Sarah Jessica Style!

By Michael Tulipan
Photos Courtesy
of Invivo & Co.

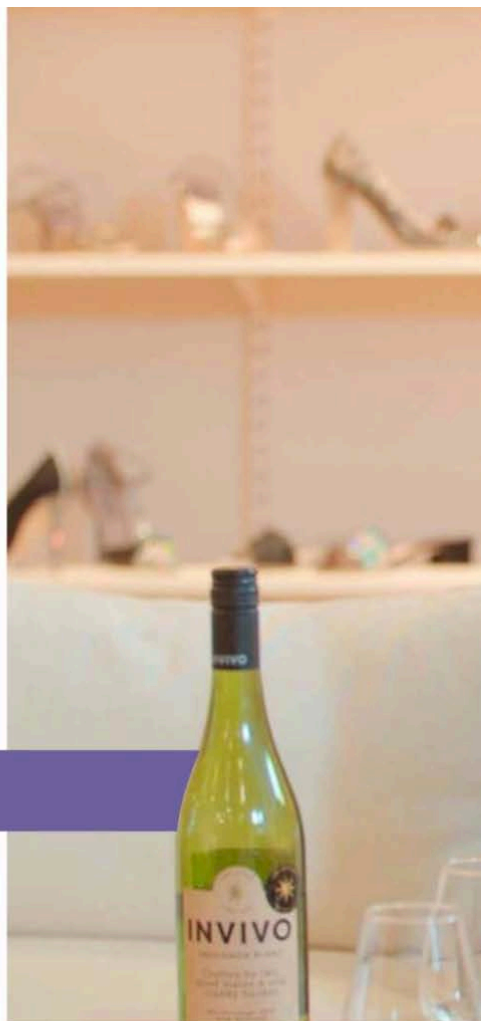
INVIVO X, SJP

Few celebrities achieve the level of style icon that Sarah Jessica Parker has enjoyed for decades and even less balance this celebrity with business acumen. Newly launched wine brand Invivo X, SJP is the latest venture from this acclaimed producer, actress, and entrepreneur, created together with award-winning New Zealand wine producer Invivo.

Invivo co-founder Tim Lightbourne says this is a true partnership with Parker and not about putting a famous name on the label. "We wanted her to be involved in as many stages of production as possible," he says. "From creating the brand, the design of the label through to choosing the final blend."

After being introduced to Lightbourne and winemaker and co-founder Rob Cameron, Parker threw herself into the process. She began tasting Sauvignon Blancs with the two winemakers and discussing the characteristics she enjoyed in the wines. The partners returned to New Zealand for the harvest, focusing on wines that offered the attributes that she enjoyed the most.

Parker wanted to make a more powerful, age-worthy wine, so Cameron added a structural element to the blend, focusing on The Westhaven



Marlborough vineyard. After the harvest, a portion of fruit was kept in contact with skins to extract tannins, also working with un-toasted oak on some of the wines, which were vigorously stirred with the lees for three months.

The blend for Invivo X, SJP was finalized at a second tasting session in New York City. The trio tasted five different wines as Parker analyzed the flavor components of each, finally arriving on a blend that is approachable but also can age. "It's a unique style. It's quite different from our Sauvignon, which is great. It's Sarah Jessica's style!" The resulting wine offers some signature



Sauvignon Blanc attributes with notes of tropical fruit, low acidity, and an expansive mid-palate. With air, it starts to reveal itself to be more complex with layers of flavor.

Founded in 2008 by Lightbourne and Cameron, the brand Invivo quickly grew to presence in sixteen countries with its wines garnering more than 200 medals in various competitions. The company is no stranger to celebrity partnerships, as it produces a wine and a gin for British comedian and talk show host Graham Norton. The partners approached Parker with an offer to collaborate, and she jumped at the chance to be closely involved in the

creative process, as she is with her other businesses. The wine's name refers to her signature email and Instagram post signoff: "X, SJ"

Projected to sell 350,000 bottles in the first year, Invivo X, SJP was allocated entirely after a month and is now available in retail shops around the country along with the U.K. and Japan. The wine has also started racking up accolades, including a Double Gold at the 2019 China Wine & Spirit Awards. Next year, SJP fans will be able to enjoy a rosé made from grapes harvested this year in the South of France. This innovative new partnership promises to bear fruit for years to come.

Tim Lightbourne, Invivo co-founder and director; Sarah Jessica Parker; and Rob Cameron, Invivo co-founder and winemaker.