

## SJP announces new Invivo Rosé for April



Tim Lightbourne and Rob Cameron of Invivo with Sarah Jessica Parker

**THE SECOND** wine from US actress Sarah Jessica Parker and New Zealand wine company Invivo & Co. will be a Rosé, to be available worldwide from April.

Invivo co-founders Tim Lightbourne and Rob Cameron travelled to New York in December to blend the new wine with Parker over an afternoon.

It follows the release of the “Invivo X, Sarah Jessica Parker” Sauvignon Blanc in September 2019, which was regarded as one of the most successful celebrity wine launches in history. Media outlets including CNN, Forbes and *Good Morning New York* covered the launch and the

400,000 bottles have been allocated to retailers around the world.

Major US retailers stocking the wine include Jewel-Osco, Bevmo, Safeway and Costco. “Invivo X, SJP” is in Business Class on Qantas and stocked in more than 500 stores across Ireland and more than 300 Sainsbury’s stores across the UK.

The wine has received six awards since launch: four gold and two silver medals won across Australia, New Zealand, China, and the United Kingdom.

As well as collaborating with the Invivo team, Sarah Jessica Parker has also taken a seat on the Board of the company.

## Hail damage under the microscope

Bragato Research Institute has announced a two year research project to work out how vineyard managers can best deal with hail storm damage on their vines.

The research has been driven by the experience of Hawke’s Bay growers who had roughly 600 hectares of vines damaged by hail in October 2019, as well as events in Central Otago and North Canterbury during November that year.

Project leader Len Ibbotson says there is some general information available to growers about frost effects on vines, but not hail. “For hail, there are no prevention strategies employed in New Zealand vineyards. They tend to be quite random events. There is much more chance you are going to encounter a hail event and have never dealt with it before. That provides motivation for me to work with growers affected, learn from them, and document their experiences.”

The research project, which will run through to August 2021, was started after a meeting in Hawke’s Bay in October last year, when Bragato Research Institute and NZ Wine Sustainability team members met with hail-affected growers and the local Rural Support Trust.

A group of eight growers whose vineyards were affected by hail will take part: four each in Canterbury and Hawke’s Bay. They will record field notes during the season, participate in interviews and offer aggregate yield and relevant financial data for this growing season. This will enable their management decisions to be evaluated and linked to harvest outcomes.

There will also be a series of field trials in some vineyards to measure and evaluate the impact of hail damage, along with various post hail treatment options. Vines will be monitored for two seasons to capture any potential carry through of hail effects into the second season and evaluate interventions that growers may consider after hail damage.

Bragato Research Institute has produced a draft scorecard for growers to help assess their vines after hail damage. When completed, it will offer growers a tool for evaluating and recording damage following a hail event, and may also help evaluate frost damage. That draft is available now, and Len Ibbotson is getting feedback from winegrowers who have trialled the scorecard. “I would like to have a final draft of that this winter, so it is ready and able to be used in the field for the next season.”

[bri.co.nz](http://bri.co.nz)

## Ice Impérial Rosé arrives for summer

Moët & Chandon has launched its Ice Impérial Rosé in New Zealand, with guests at Auckland’s ASB Classic the first to try the new release wine.

“We are thrilled to be able to finally treat New Zealanders to Moët & Chandon Ice Impérial Rosé, the new drink of the summer season,” says Juliet McInnes, Moët & Chandon Senior Brand Manager.

The Rose variant joins the Moët & Chandon Ice Impérial Dem-Sec already available in New Zealand.

It was launched in early January at the 2020 ASB Classic, where Moët & Chandon returned for the seventh year as the official champagne sponsor of the tournament, creating the poolside Moët & Chandon Ice Rocks Lounge.

Moët & Chandon Ice Impérial Rosé is the first and only rose champagne especially created to be enjoyed over ice. It has vibrant, fruity aromas of red berries and cherries and nuances of fig and nectarine, with a balance of fruitiness and freshness. It is recommended that it’s served over three large ice cubes in a large Cabernet-style glass with mint, lime zest, cucumber peel or red fruits.

RRP \$95.99

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