



# INVIVO

## VIN DE FRANCE, FRANCE



This premium Rosé – the second release in the Invivo X, Sarah Jessica Parker Wine Collaboration – comes from the South of France and has been crafted in partnership with a family estate from Provence (Vins Chevron Villette), Sarah Jessica Parker (SJP) and Invivo. The final blend was selected by SJP and Invivo over an afternoon of tasting and assessing.

Sarah Jessica was naturally instrumental in both naming the wine and designing the label. The X and the comma directly after it are an intentional and personal touch, referencing her signature email and Instagram post signoff: “X, SJP.” Sarah Jessica also hand-painted the X on the original label. As with the Sauvignon Blanc, she has taken inspiration from one of her colourways for the Rosé – this time ‘Pewter Stardust,’ which we think matches our blend perfectly.



ROB CAMERON,  
CHIEF WINEMAKER,  
SARAH JESSICA PARKER  
AND TIM LIGHTBOURNE,  
FOUNDER AND DIRECTOR

Invivo X by Sarah Jessica Parker Rosé

- Invivo X, Sarah Jessica Parker is created with New Zealand-based Invivo Wines, Parker describes as a very collaborative process and covers every aspect of the new wine, from naming and label design to choosing the final blend
- Long term project - SJP will finalize the blend every year and has joined the board of Invivo
- SJP has 6.5m+ social followers, a significant majority 30yrs+ females target consumer
- Her Invivo X, SJP launch instagram post (450,000 likes) is the most liked NZ wine post in history!
- Packaging created by Sarah Jessica has strong memorable shelf presence





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### INVIVO X BY SARAH JESSICA PARKER ROSÉ

*Vin de France, France*

90  
POINTS

2022  
JAMES SUCKLING  
6/23

- 80% Grenache, 20% Cinsault
- This premium Rosé comes from the South of France and has been crafted in partnership with a family estate from Provence (Vins Chevron Villette), Sarah Jessica Parker (SJP) and Invivo
- The grapes come from the famous 'Golden Triangle', situated in Saint Tropez, inland between Puget-Ville, Les Arcs and Le Thoronet Abbey
- The winery is run almost entirely on solar energy
- Classically Provence pale pink in color; The aroma profile invokes clear rose petals and bright summer berry characters, wrapped in a minerality that makes this wine exceptionally fresh
- It's a wine that can be serious but is also seriously fun; SJP Rosé is full-bodied with great complexity and elegance, delicious on its own or with a range of cuisine

