



INVIVO

INVIVO X BY SARAH JESSICA PARKER ROSÉ 2021

BACKGROUND

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. Samples were couriered from France to Sarah Jessica in New York, and to Invivo's Tim and Rob in New Zealand. The trio then spent an afternoon together, virtually, tasting and perfecting the final blend.

Sarah Jessica was hugely instrumental in naming the wine and in 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, SJ." Sarah Jessica also hand-painted the X on the original label. As with our 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.

APPELLATION

Sud de France, France

VARIETAL COMPOSITION

80% Grenache, 20% Cinsault

TERROIR & VINTAGE NOTES

The grapes hail from the famous 'Golden Triangle' of Provence and from four regions: Saint Tropez, Puget-Ville, Les Arcs and Le Thoronet Abbey, which was built in the late 12th and early 13th centuries.

Saint Tropez: The famous coastal area on the French Riviera grows exquisite wine on free draining loamy soils – the warm maritime influence providing wines of bright berry expression.

Puget-Ville and Les Arcs: to the Northwest of Saint Tropez and in the heart of Provence wine regions. Here Cinsault and Grenache dominate. The vines are grown on the Argilo-siliceous soils which have made the wines of Provence famous in their ability to be breathtakingly mineral, and at the same time have a svelte texture with moderate acidity.

Le Thoronet: the Northernmost site in the rolling hills of North Provence, with the vineyards set amongst the forests and flora of this beautiful region. Here the soils vary to more clay limestone base more akin to Cotes du Ventoux. The wines from Le Thoronet offer great texture and power that blend naturally with the more mineral focussed regions of Les Arcs and Puget-Ville.

WINEMAKING

The grapes were completely whole bunch fermented, with a short maceration of only a few hours. This was enough to impart fantastic color and texture. Following a soft pressing, the juice was given a cool fermentation in stainless steel and allowed to ferment to almost complete dryness. Maturation on lees in stainless steel then added texture. Malo-lactic fermentation was prevented to ensure vibrancy.

TASTING NOTES

Pale pink in color, sitting well within the classic Provence "pale and dry" spectrum. The nose is lifted and expressive with perfumed aromas of pink florals, red berries, subtle herb and minerals. The palate is fresh, vibrant and fruitful with savory notes delivering a fine, even, long finish of strawberries, rose petal and fresh herbs.

Perfect chilled as an aperitive with Picholine olives or as food wine with grilled fish, salad and goat cheese. Try a glass alongside a classic Caesar salad (go heavy on the anchovies!) or the classic French dish grilled lamb with 'herbes de Provence'.



LUXURY, GLAMOUR, AND
UNDENIABLE QUALITY
IN EVERY SIP



WINEMAKER

Rob Cameron

TECHNICAL DATA

TA: 3.23 g/l

pH 3.43

RS <1 g/L

Alcohol

12.0%



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