



INVIVO

MARLBOROUGH, NEW ZEALAND



X, Sarah Jessica Parker Sauvignon Blanc, is about the magic that happens when smart people collaborate. Every wine in the range celebrates the creative talents of our partners and the commitment to world-class wine we've had since day one. The wine is created with New Zealand-based Invivo Wines, in what Parker describes as

a very collaborative process. The collaboration will cover every aspect of the new wine, from naming and label design to the winemaking itself. Invivo winemaker Rob Cameron explains: "We want this wine to be 100% Sarah Jessica Parker. So other than selecting the base wines from New Zealand (Sauvignon Blanc) I'll be taking a back seat and letting her create the blends."



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

X, Sarah Jessica Parker Sauvignon Blanc

- 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





INVIVO



INVIVO INVIVO X BY SARAH JESSICA PARKER *Marlborough, New Zealand*

- 100% Sauvignon Blanc
- A blend of five estates in Marlborough, spanning both the Wairau and Awatere Valleys with vines ageing from 3–11 years
- An elevated phenolic structure with a hint of savory toast; a great deal of weight and flesh among the structure for balance
- A beautiful style of Sauvignon Blanc that is soft with a subtle oak influence, which is created by some late harvesting, a little bit of skin contact and using French barriques and hogsheads as well as non-barrel blonde oak product
- Bright and expressionate aromas of lifted passionfruit, white florals and kaffir lime; Tropical with wonderful fresh citrus aromatics and a full and round mouthfeel
- The palate is concentrated with great vibrancy and a long, delicious finish
- Pairs well with, oysters, baked or smoked salmon, grilled sambal prawns, Korean spicy beef, Classic old school kedgeree, salmon poke bowl, bleu cheese and caramelised onion tart

93
POINTS

2022
WINE SPECTATOR
#29 TOP 100
WINES OF 2023
4/23
VALUE PICK OF
THE WEEK
4/23
DAILY PICK
5/23

92
POINTS

2021
WINE SPECTATOR
3/22
SMART BUY

90
POINTS

2020
WINE SPECTATOR
5/21



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