

## Invivo X, SJP Zero Alc Sauvignon Blanc NV

### BACKGROUND

The story of Invivo X, SJP begins with a big idea and an even bigger personality. When New Zealand's Invivo Wines — founded by childhood friends Tim Lightbourne and Rob Cameron — first partnered with Sarah Jessica Parker, the result was a collaboration unlike any other in the wine world. Parker describes the process as truly collaborative: every aspect of the wine, from naming and label design to the blending itself, reflects her personal taste and vision. As winemaker Rob Cameron explains: 'This wine is 100% Sarah Jessica Parker.' The duo first met in May 2019 in New York City to blend the inaugural vintage — and since then, the partnership has earned more than 60 accolades, 90+ point ratings, and three Wine Spectator Top 100 appearances. The Invivo X, SJP Zero Alc Sauvignon Blanc is the latest expression of that partnership — crafted for those who want all the vibrant aromatics and refreshing character of Marlborough Sauvignon Blanc without the alcohol. Rob Cameron brings 29 harvests of experience and 14 years of expertise in zero and lower alcohol winemaking to this task. Grapes are sourced from Invivo vineyards naturally predisposed to lower sugar levels, and the wine is de-alcoholized using advanced spinning cone technology that preserves the variety's signature aromas. The result is every bit as fresh and expressive as the full-strength original — all the tropical fruit and bright citrus, zero compromise.

### TERROIR & VINTAGE NOTES

Sourced from Invivo's own Marlborough, New Zealand vineyards in the Awatere and Wairau Valleys — the world's benchmark region for Sauvignon Blanc. Marlborough's crisp natural acidity and vibrant tropical aromatics translate exceptionally well to zero-alcohol formats. Long sun-drenched days, cool nights, and free-draining stony soils produce grapes of remarkable aromatic intensity and bright, refreshing character.

### WINEMAKING & AGING

Rob Cameron — co-founder and winemaker with 29 harvests and 14 years of zero-alcohol expertise — begins with the full-strength Invivo X, SJP Sauvignon Blanc from Marlborough's Awatere and Wairau Valleys. Grapes are sourced from vineyards producing naturally lower sugar levels. The wine is then de-alcoholized using advanced spinning cone technology, which preserves the variety's vibrant tropical aromatics and bright Marlborough acidity.

### TASTING NOTES

Fresh aromas of tropical fruits, citrus, and apple. Lively on the palate with bright sweet fruit, Marlborough-style acidity, and a full, round mouthfeel.



750ML



### ORIGIN

Awatere, Wairau, Marlborough, New Zealand

### GRAPE VARIETIES

100% Sauvignon Blanc, de-alcoholized

### SIZES

750ml

### TECHNICAL DETAILS

ABV: <.5%%, TA: 9.2, RS: 21, Ph: 3.25,  
Closure: Screw Cap

### WINEMAKER

Rob Cameron

### CERTIFICATES

On-Label Eco Cert

