

SARAH JESSICA PARKER HOSTS WINE TALK IN FRONT OF INDUSTRY GREATS AT ICONIC NEW YORK WINE EXPERIENCE

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[/EINPresswire.com/](https://EINPresswire.com/) -- Sarah Jessica Parker, Co-founder and Proprietor of Invivo X, SJP – a collaboration with New Zealand winery Invivo – headlined the iconic New York Wine Experience in Times Square this week.

Sarah Jessica Parker and MaryAnn Worobiec, Wine Spectator’s Senior Editor, led a seminar and tasting for hundreds of the world’s most influential drinks industry professionals. The leading influencers had gathered from all over the world for Wine Spectator’s three-day 42nd Annual New York Wine Experience, often referred to as the Oscars of the wine world.



Invivo X, SJP

Hundreds of glasses of SJP’s 93-point Invivo X, SJP Sauvignon Blanc from Marlborough, New Zealand, were poured and tasted, while guests listened to SJP and Worobiec discuss her wine journey and long-term collaboration with New Zealand winery Invivo.

SJP described her journey with the award-winning brand as “extraordinary, enlightening, surprising, and rewarding” and her hands on involvement from the brand’s inception: “When I spoke to Tim and Rob [Invivo Cofounders], I told them I was in, as long as I could be involved every step of the way. When it’s something that I can fully immerse myself into and learn from, that’s when it’s really exciting.”

Sarah Jessica is instrumental in creating the flavor profile of the Invivo X, SJP wines, tasting and blending every new vintage with Invivo Cofounders Tim Lightbourne and Rob Cameron, and is

invested in its long-term future, regularly meeting with buyers and customers.

Invivo X, SJP is enjoying a milestone fifth year, as the fastest growing premium New Zealand Sauvignon Blanc currently in the USA, and sales increasing by +49% in value over the past 26 weeks (Nielsen 09/09/23).

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Sarah Jessica Parker and Tim Lightbourne Photo credit: Daphne Youree/Wine Spectator



Sarah Jessica Parker at New York Wine Experience Photo Credit: Daphne Youree/Wine Spectator

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