

MATEUS

PERFECT COMPANY

MATEUS ROSÉ – THE MOST SOLD FOREIGN WINE IN FRANCE

Press Release, 25th February 2021 – Mateus Rosé was the most sold foreign wine in France in 2020, a position that is yet another milestone in the success of this global brand that has been bringing enjoyment for over 75 years.

The most sold foreign wine in France is Portuguese! The data presented in the recent IRI YTD P13 2020 study positioned Mateus Rosé as the most sold wine in its segment*. It also took the podium among the most sold premium wines in the country.

This top ranking achieved by the most international Portuguese wine of all time represents yet another milestone in its long and successful journey. It also reflects the rise of rosé wines, which continue to trend and convert new consumers the world over.

Its over 75-year history has been ground-breaking and bold. Mateus challenges generations, sets trends and constantly reinvents itself. The recently introduced Mateus bottle, with a more premium, more modern design, is living proof that the innovative spirit of Mateus is alive and well. It brings Mateus Rosé closer to the lifestyle of its new consumers.

The success of the recent launch of the Mateus Sparkling range in France is also worthy of mention, as it reveals the strength of the brand's assets in a market renowned for its sparkling wines, chief among them, the world-famous Champagne.

*Table wines above €3.00

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