

NEW MÉLANGE À 3 CAMPAIGN “GO BEYOND THE OBVIOUS”

Press Release, 11 October 2021 - Under the motto ‘Go beyond the Obvious’, Mélange à 3 has just launched a communication campaign to challenge consumers to go beyond the conventional, in an invitation to discovery, adventure and experimentation.

The modernity of Carvalhais transmits a historical pioneer brand with an experimentalist character. Mélange à 3 is a mixture of ideas, talent, and daring, joined by three grape varieties - Tinta Roriz, Touriga Nacional and Alfrocheiro - to obtain an irreverent fun red wine.

This is also the challenge launched in the new campaign, which kicks off today, and seeks to reinforce the relaxed positioning of Mélange à 3. *“This campaign, which is based on an irreverent concept aligned with the modern and bold profile of the brand, shows we want to take a step forward in the positioning of Dão wines,”* João Gomes da Silva, Director of Sogrape, said. *“Seeking to conquer new consumers for the brand in an invitation to get to know and try Mélange à 3, we are challenging people to leave conventions behind in different situations of their daily life, including exchanging a more predictable wine for the one that may surprise more at a dinner with friends,”* he added.

The new campaign, created by FUEL, will be on the air until 30 November, with a presence in digital platforms, urban billboards and point of sale, with a contest running simultaneously.

To participate and be eligible to win one of three Piaggio scooters, challenge two friends for a photo with Mélange à 3 in a scenario that is “Beyond the Obvious”. Entries must be submitted on <https://premiosparaalemdoobvio.pt/>, along with proof of purchase of a bottle of Mélange à 3.