

MATEUS KICKS OFF CAMPAIGN CELEBRATING ITS 80 YEARS



Press Release, 29 June, 2022 – Celebrating its 80 years, Mateus has just launched a new campaign reminiscent of how important it is for friends to gather, especially after the context we lived in for the last years.

Mateus made sure to highlight the iconic shape of its bottle, one of the brand’s most recognized assets all over the world, by giving it centre stage in the [campaign](#). “Reshaping our world” was the signature chosen for this campaign to underline the association between the shape of the bottle and everything the brand stands for: relaxation, lightness and friendship. Mateus is a wine the brings people closer in moments of gathering.

“To mark the 80th anniversary of a brand that is a reference in the four corners of the world is not only a reason to be proud, but also to celebrate. Mateus stands as a truly global brand, present in over 100 markets, and with performance that constantly surpasses expectations.”, says Raquel Seabra, Chief Marketing Officer at Sogrape.

“More than our leadership in the market, with this campaign, we point up to the unique identity and attitude of an historical brand capable of reinventing itself, setting trends and standing as a constant presence in the lives of the consumers, with whom we celebrate the best moments”, she concludes.

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MATEUS

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Created by Tux & Gill and produced by Playground, the campaign is available in Portugal, Spain, the United Kingdom, Italy, Switzerland, Germany and Belgium, in the mainstream channels - television, digital and outdoor advertising (including MUPIs and sales points) - until August.

Link for the campaign video <https://www.youtube.com/watch?v=x9pdmDvbSLU>

Link for the campaign's making of: <https://youtu.be/mUJfAd2kSTQ>

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