



MÉLANGE À TROIS

## Mélange à Trois rounds up its range with a White and Rosé, complete with a packaging renewal

Press Release, 10 May 2023 – Introducing two new wines — White and Rosé — and a refreshed image, Mélange à Trois goes "beyond the obvious" and invites you to rediscover the Dão Region. Innovative and relaxed by nature, Mélange à Trois is a matter of seeing to believe — or, in this case, of drinking to believe.

Not afraid to take risks by mixing ideas, talent, and boldness, Mélange à Trois rounds up its range with two new wines, a White and a Rosé, and puts forward a fresher and more contemporary image.

Considering good things come in threes, Mélange à Trois would not dare to break the rule of three, thus rolling out **Mélange à Trois White** and **Mélange à Trois Rosé**, which join the already existing Red. Keeping the Red's logic of three varieties (Tinta Roriz, Touriga Nacional, and Alfrocheiro), the new wines continue to highlight and celebrate the most appreciated grape varieties of the Dão Region.

**Mélange à Trois White** comprises the Gouveio, Encruzado, and Malvasia-Fina varieties. Gouveio adds the exotic aromatic intensity, while Malvasia Fina provides a floral character and mouth structure, complemented by the elegance and complexity of Encruzado. **Mélange à Trois Rosé** reflects the intensity, aromatic complexity, and mouth structure provided by Touriga Nacional and Tinta Roriz, enriched by the elegance and freshness of Jaen. The new grape varieties mix aromas and elegance, exploring the brand's experimental character, and promise to surprise even the most demanding palates.

*"With Mélange à Trois Red securing its place in the market, the introduction of a White and a Rosé is a natural evolution of the brand, but also an opportunity to expand the Mélange experience and the Dão Region to new consumers,"* says Raquel Seabra, Board Member of Sogrape, adding that *"The adjustments to the packaging make the brand more appealing, with clearer and simpler information, especially at a time when we are expanding the range,"*.

This change goes hand in hand with the growth of the Mélange offer and reveals a new capsule, as well as more colourful and attractive labels. Following the rationale of bringing the grape varieties to life through the characters on the green bike, as in Mélange à Trois Red, the White and the Rosé introduce new outfits and characters to Mélange's fun graphics, including a dog.

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