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MATEUS

ROSÉ

MATEUS CELEBRATES MUSIC ONCE AGAIN IN A LIMITED EDITION

Press Release, 25 May 2023 – Mateus reintroduced a limited edition of three bottles dedicated to the world of music, this time exploring Samba, Hip Hop, and Jazz. The new Mateus Rosé bottles are already available in the several markets where the brand is present.

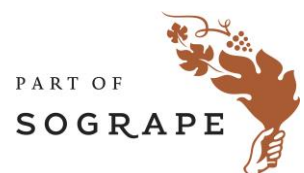
Following last year's success upon the release of a first limited edition of three Mateus Rosé Original bottles celebrating the world of music, within the context of Mateus' 80th anniversary, Mateus combines melody, rhythm, and harmony once again to embrace the diversity and variety of the world of music. The initiative aimed to broaden horizons and reveal new beats, new audiences, and new consumers. This year, the brand has just launched three new limited editions dedicated to Jazz, Samba, and Hip Hop. The ambassadors for each musical style will be announced within the coming weeks.

The Mateus Rosé Original **SAMBA** bottle represents freedom and the joy of living. Like Mateus, Samba is a form of expression that took off and conquered the world. Far more than a mere music genre, **HIP HOP** is a movement that has sprung from the streets into the world, characterized by improvisation, beats, and poetry. It also deals with freedom of expression, respect, and equality. Born from a mixture including notes from various styles, **JAZZ** is all about diversity and inclusion. Groove and fun never get old, making Jazz both modern and classic. It conveys improvisation and relaxation, like a glass of Mateus on a late afternoon.

"Mateus' relationship with music results from a common vocation to bring people together and celebrate life. Over the years, several famous musicians have had some connection with the brand as fans or avid consumers," explains Raquel Seabra, Executive Board Member at Sogrape. She continues: *"These bottles materialize that closeness and historical legacy of the brand."*



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This is a familiar territory for the brand due to its popularity among artists from all over the world, and its frequent presence at music festivals. This year, Mateus Rosé will also participate in Primavera Sound Porto, in June, creating moments of celebration for music lovers.

Additional Information

Mateus is a success story for Sogrape and a true worldwide case study. This is a truly global brand, present in over 100 markets, with over a billion bottles sold. With a trajectory of consistent growth evidencing the brand's exceptional momentum and dynamics, Mateus reported its best results in the last 30 years in 2021, with approximately 23 million bottles sold (>30 bottles per minute). It is also an example of how a historic brand can reinvent itself over time, attracting new consumers and setting trends, without losing sight of its essence.



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