



# MATEUS HOTEL

ROOM FOR  
ENTERTAINMENT





## MATEUS HOTEL

INTRODUCING THE WORLD'S FIRST "HOTEL WITHIN A HOTEL"  
WITH SHADES OF ROSÉ AND ENTERTAINMENT AT ITS CORE

Known internationally for creating innovative and lively hubs in some of Portugal's hottest destinations, **Independente** partners with the emblematic **Mateus Rosé**, a timeless brand from Sogrape that has been crossing generations and setting trends for over 80 years. Together, they deliver a new and creative accommodation concept. Introducing **Mateus Hotel**, a "hotel within a hotel" that lives up to the Mateus Rosé spirit of innovation, having fun and enjoying life!

**Mateus Hotel** takes over the upper two floors of the recently opened Independente Lisboa-Bica, which is set in an old *pensão* built in 1849 and located on the lively Rua de São Paulo, right in the throes of Lisbon's creative and nightlife scene.

The hotel features 13 rooms, a bar in a stairwell, a restaurant and the 2-bedroom **Mateus Penthouse**, where **The Stage is Always Set** for events of all kinds, offering an out-of-the-box experience for both locals and in the know travelers.

Following the Mateus Rosé spirit, here people can expect an unconventional hospitality experience with an open invitation to enjoy the entertainment offer, to get to know the locals, to make friends with fellow travelers and to mingle with the best representatives of the Portuguese cultural and entertainment scene.



“One of our most beloved brands within Sogrape is **Mateus Rosé**, the crown jewel of the group. Disruptive from its origins back in 1942, with its iconic shaped bottle and its powerful influence in the rosé wine industry, Mateus Rosé is the perfect fit for the experience we want to offer guests, travelers and locals. We couldn’t be happier about partnering up with Independente.”

**RAQUEL SEABRA, CHIEF MARKETING OFFICER AT SOGRAPE**



“At Independente, our vision is to create places where hospitality is lived and breathed in completely disruptive and innovative ways, which is why this partnership with Sogrape was a perfect match. We did it first in Porto with House of Sandeman, presenting the very first branded hostel in the world, and now, **we’ve done it again with Mateus Rosé delivering the very first “hotel within a hotel” with a key entertainment component.**

This hub aims to harvest local talent, unforgettable experiences and meaningful connections amongst locals and travelers.”

**BERNARDO D’EÇA LEAL, FOUNDING BROTHER AT INDEPENDENTE**





---

## ROOMS

**Mateus Hotel** features 13 rooms decorated in shades of pink shades and inspired by the fun of the **Mateus Rosé** brand. Each room has a unique decoration of emblematic Mateus Rosé posters and details exposing the guest to the brand's rich history. The rooms present a functional and clean aesthetic with built-in single-piece furniture made from sustainable wood, a flatscreen TV, and a minibar filled with well known Portuguese traditional sweets and treats, and a fun selection of products from Mateus such as mini bottles of Mateus Rosé Original and Mateus Dry Rosé.

Living up to the brand's young and irreverent spirit, the hotel includes **Family and Friends rooms** that accommodate up to six guests which set the perfect stage for unforgettable anecdotes and epic nights of amusement.

The common areas are also dressed with emblematic pictures, press clips, elements and posters which show the evolution and history of Mateus Rosé, showing the brand's journey from its conception until today. Here one will also find works of art by artists from **Manicómió**, a creative space that uses art to end the stigma associated with mental illness. Their platform promotes and recognizes talented artists and supports them with mentorship, therapy and social tools so that they can be financially independent.

---



---

## RESTAURANTS & BARS

### BAR DAS ESCADAS

Living up to its objective of delivering a fun and quirky entertainment offer, Mateus Hotel includes a mini bar on the stairwell. This unique **Bar das Escadas** serves both classic and signature cocktails prepared with Mateus Rosé wine.

### BICA-SAN

This restaurant offers Portuguese *petiscos* with a Japanese twist paired with a curated selection of wines. The concept of the restaurant tells the imaginary journey of Bica-San, a Portuguese traveler that mingles with the Japanese and slowly adapts ingredients of his favorite dishes with Asian elements. He then comes back richer and looks at Portugal through a Japanese lens. The restaurant is an ode to the intersection between the two cultures.

---





---

## MATEUS PENTHOUSE

Completely reinventing itself as a brand and calling out to travelers and locals alike to live and breathe the Mateus Rosé way of life, **Mateus Penthouse** presents a 2-bedroom apartment with a fully equipped kitchen, a dining room, a large living room area, and balconies with spectacular views to the Tagus River and the Bica neighborhood.

The penthouse moonlights in three different shapes but one single form: a creative studio for the food and the arts, which can be used as a private apartment in one of Lisbon's trendiest neighborhoods, as an events lounge with a curated selection of entertainment by Mateus, and as a Chef's Table hosted by the Chef at Bica-San.

The decoration is an ode to Mateus Rosé. Posters, books, pink furniture, pictures, murals, and many more elements representative of its history and brand personality.

---





---

## MATEUS PENTHOUSE | ROOM FOR ENTERTAINMENT

### ROOM FOR ENTERTAINMENT

Every Tuesday as of 6:00 PM, Mateus Penthouse presents **The Stage is Always Set**, where fun and liaisons of different kinds are strongly encouraged through a variety of events that give platform to the rich cultural scene, with happenings such as intimate concerts, poetry readings, art presentations, comedians, magicians, wellness experiences and more.

During the events, guests can enjoy a selection of bite-sized dishes from the *petiscos* menu at Bica-San along with Mateus Rosé wine and new signature cocktails, as well as engage with the Chef and the staff in this entertainment space.

### APARTMENT

The 2-bedroom penthouse can be booked for private use or for private events in an intimate atmosphere as if guests were staying at home and/or hosting their own dinner parties (whether in a formal seated or laid back standing up dinner format). As for the entertainment, guests can select what they like and hire it separately or have the Mateus Penthouse team curate and manage it for them.

### CHEF'S TABLE

Overlooking the river, by reserving Mateus Penthouse, guests can also hire the Chef to take over the kitchen and invite everyone to engage in the cooking process. The food offer is an extension of the menu at Bica-San.

\*Tickets for The Stage is Always Set are available at [mateushotel.eu](http://mateushotel.eu)

\*Private events are available by quotation only

---

# MATEUS

Mateus was born in 1942 from the visionary idea of a man ahead of his time: Fernando Van Zeller Guedes, founder of Sogrape, who created a rosé wine launched in a bottle inspired by the flasks used by soldiers in the First World War. From Portugal to the world, Mateus quickly became a world reference, based on the consistent quality of its wines.

More than 75 years later, Mateus continues to reinvent itself in the vin rosé category, offering refreshing, fruity wines and promoting a variety of easy-drinking experiences: Rosé all day. With a presence in over 120 markets, the brand is looking to attract new consumers around the world and make Mateus a love brand again!

More information at [mateusrose.com](http://mateusrose.com)

# SOGRAPE

Founded in 1942 by Fernando Van Zeller Guedes, Sogrape was born to show the world the quality of Portuguese wines. From a winery in the Douro region focused on producing Mateus Rosé, this family-run company has become global, with a presence in more than 120 markets, and today owns around 1,600 hectares of vineyards spread across Portugal, Spain, Chile, Argentina and New Zealand.

Driven by the purpose of bringing Friendship and Happiness to all those with whom it interacts through its great wines, the family spirit and high-performance team culture at Sogrape are key to the successful path it has been building for 80 years.

Under the leadership of Fernando da Cunha Guedes, current Chairman and representative of the third generation of the founding family, Portugal's leading company wants to spread *Sograpiness* around the world and assert itself as a catalyst for positive social change, respecting the limits of the planet in building a more sustainable and inclusive future.

More information at [sogrape.com](http://sogrape.com)

# INDEPENDENTE

For more than a decade, Independente, formerly known as The Independente Collective, has been the talk of the town. Its properties, located in some of Portugal's most sought-after destinations, reflect the founding brothers' desire to build a global community of travelers, and their thirst to provide innovative and creative hospitality and gastronomy experiences for solo travelers, couples, groups of friends and families alike.

More information at [independente.eu](http://independente.eu)



### Reservations

reservations@mateushotel.eu

+351 912 302 197

+351 912 302 914

mateushotel.eu

IG: @mateus.hotel

www.mateusrose.com

www.sogrape.com

### PRESS CONTACTS

#### **Teresa Roldão de Barros**

Founder and CEO

teresa@xposeconsulting.com | +351 963 756 661

With over 20 years of experience in communications, including brand strategy, business development, concept creation, international media relations and several awards under our belt, Xpose Consulting focuses on working with projects which have a sustainable vision and that contribute to the community they are inserted in, thus preserve local heritage and culture in Portugal and beyond.

xposeconsulting.com

# XPOSE

CONSULTING FOR DESTINATION  
& LIFESTYLE BRANDS