



## Mateus Rosé Marks Its Presence at MEO Kalorama In the Most *Pink* of All Stands

**21 August** – Mateus Rosé will be the first MEO Kalorama wine partner, with the *pinkest* bar and lounge area on the festival grounds, welcoming all lovers of good music and socializing, well-aligned with the brand's values: celebration, friendship and creativity.

The third edition of MEO Kalorama will take place on 29, 30, and 31 August, at Parque da Bela Vista, featuring Mateus Rosé as the first partner representing the wine sector in the festival. This collaboration aims to offer the public – predominantly Portuguese, aged between 25 and 35 – a unique and differentiated drinking experience. MEO Kalorama is the ideal festival for those returning from vacation who want to extend the summer spirit, as well as for those just starting theirs, celebrating a refreshing experience to the sound of renowned artists, such as Massive Attack, Peggy Gou, Sam Smith, Raye, Jungle, and many others.

Regarding Mateus's association with festivals and events where music is the special ingredient, **Filipe Gonçalves, Chief Marketing Officer** at Sogrape, highlights: *“Our presence at festivals has become increasingly relevant for Mateus, as it enables us to be close to the loyal consumers we’ve already won over, but also to reach a broader audience that is not yet familiar with the brand and its portfolio. Summer is the season of great festivals, while also being the time when Mateus Rosé consumption rises. This synergy creates the perfect opportunity for the brand to be present at events where the demand for light and refreshing drinks is greater, so we are very happy to be MEO Kalorama’s first wine partner.”*

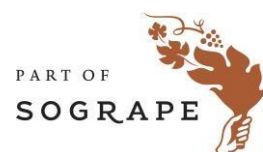
Filipe Gonçalves also adds: *“It should be noted that, this year, Mateus Rosé was present at Primavera Sound Porto, and now, at MEO Kalorama, with the goal of expanding the brand’s reach. In Porto, we targeted a more mature and international audience, while in Lisbon, we are focusing on a younger and predominantly Portuguese audience. Thus, we believe we can reach a new level of consumers by promoting these moments of entertainment, but above all, music and socializing.”*

Mateus invites all music lovers to celebrate these three days at its bar and lounge area, where they will find several initiatives designed to make festivalgoers' experience even more memorable. Before the event, the brand will hold the VIPink Experience, rewarding 90 fans with an exclusive ride on the Mateus sailboat, transfer to the festival, a goodie bag at the entrance, and access to the Mateus bar with a lounge area. During the festival, VIPink guests will also have the chance to win a stay at the Mateus Hotel by participating in a special contest. In short: there will be plenty of good times, even for those who are not VIP guests, as they can still enjoy plenty of entertainment at the brand's stand.

For further information please contact:  
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# MATEUS

## ROSÉ

### About 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 worn by soldiers in World War I.

From Portugal to the world, Mateus quickly became a global reference, with the premise of consistent quality in its wines. More than 75 years later, Mateus continues to believe in the reinvention of the rosé category, offering refreshing and fruity wines, and promoting a variety of easy-to-drink experiences – Rosé all day.

Present in over 120 markets, the brand seeks to attract new consumers worldwide and make Mateus a love brand once again!

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