


MATEUS

ROSÉ

WHEN THE WORLD IS YOUR DESTINATION, MATEUS IS YOUR PASSPORT

DESTINATION	FLIGHT	AIRLINE	REMARK
LISBON	ROSÉ	MATEUS AIR	BOARDING
NEW YORK	ROSÉ	MATEUS AIR	BOARDING
RIO JANEIRO	ROSÉ	MATEUS AIR	BOARDING
LONDON	ROSÉ	MATEUS AIR	BOARDING
PARIS	ROSÉ	MATEUS AIR	BOARDING
BRUSSELS	ROSÉ	MATEUS AIR	BOARDING
BERLIN	ROSÉ	MATEUS AIR	BOARDING
SYDNEY	ROSÉ	MATEUS AIR	BOARDING
DUBLIN	ROSÉ	MATEUS AIR	BOARDING
ROME	ROSÉ	MATEUS AIR	BOARDING
MADRID	ROSÉ	MATEUS AIR	BOARDING
CASABLANCA	ROSÉ	MATEUS AIR	BOARDING
MATEUS WORLD TOUR LIMITED EDITION			

WHEN THE WORLD IS THE DESTINATION, MATEUS IS THE PASSPORT.



Seja responsável. Beba com moderação.

WINE-MODERATION
CHOOSE | SHARE | CARE

PART OF SOGRAPE

Mateus rolls-out the 'Mateus World Tour' 2025 limited edition

28 May, 2025 – Mateus proudly unveils its latest limited edition release, **Mateus World Tour**, a tribute to travel and cultural diversity that brings together Mateus lovers across the globe. Under the motto *“When the world is your destination, Mateus is your passport,”* this special edition explores an uncharted latitude of the brand’s universe, dressing its iconic packaging in a travel-inspired visual expression that evokes the spirit of discovery and freedom.

Building on the success of previous editions, Mateus returns with a statement highlighting its international footprint and lasting relevance among consumers worldwide. This release

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Be Responsible. Drink in Moderation.





embraces the spirit of exploration, celebrating the many countries where Mateus is enjoyed. This edition stands as an invitation to discover new places and experiences. A true symbol of global connection, Mateus brings people and cultures together in moments of celebration and relaxation.

"With over 80 years of history, Mateus has been a companion for generations of consumers through milestones, reunions, and celebrations. Its journey is rooted in the ability to remain modern and close to its consumers without losing its core identity. Mateus connects people, cultures, and generations — and this limited edition is a perfect reflection of that. We want to keep inspiring spontaneous celebrations and create experiences that transcend borders," **says Filipe Gonçalves, Chief Marketing Officer at Sogrape.**

Available in the versions **Mateus Rosé Original, Mateus White, and Mateus Medium Sweet**, this exploration-dedicated limited edition features packaging adorned with **iconic national symbols** representing key markets where Mateus has a strong presence — including **Portugal, the United Kingdom, France, Spain, Italy, Brazil, and Romania** — reminiscent of passport-style stamps and imagery, sparking memories and wanderlust.

The sleeve for this limited edition is made from recycled plastic and designed for easy separation of materials, facilitating the recycling process, while reinforcing the brand's commitment to sustainability.

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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