

MATEUS

ROSÉ

LIFE IS YOUR PLAYLIST: MATEUS ROSÉ ROLLS OUT THE 2026 LIMITED EDITION TO THE RHYTHM OF MUSIC



Mateus is introducing its new Limited Edition with a digital experience capable of transforming any moment into music.

25 March, 2026 — Mateus is introducing its new 2026 Limited Edition — a tribute to the world of music and its unique ability to create emotional bonds between people. Under the motto “Life Is Your Playlist”, this special edition explores the harmony between brand and creativity, by dressing its iconic bottle in a visual expression inspired by this theme. To bring the graphic element of this edition to life, the brand called up on the distinctive style and talent of Polish illustrator **Dawyd Ryski**.

Following the success of previous editions, the brand is now celebrating music as a universal bridge builder, capable of elevating moments of togetherness and relaxation. This initiative strengthens Mateus’ identity as a catalyst for emotion and shared experiences.

“With over 80 years of history, Mateus has been a companion for generations in moments of reunion, and celebration. Our journey is rooted in the ability to remain modern and close to consumers without losing our core identity. Mateus represents a shared link between cultures and generations.”

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MATEUS

ROSÉ

With this edition, we aim to inspire spontaneous celebration through music, creating a sensory experience that transcends borders,” says **Filipe Gonçalves, Chief Marketing Officer at Sogrape.**

The 2026 Limited Edition extends into the digital world through a QR code featured on the neck of the bottle. By enjoying the wine and scanning the code, consumers gain access to a platform offering exclusive, personalised playlists for every occasion, ensuring the perfect soundtrack for each toast.

Available in the Mateus Rosé Original version, this limited edition features a vibrant design in which musical elements and Ryski’s figures blend with the characteristic freshness of the wine. The sleeve covering the bottle has been developed with sustainability in mind, allowing for easy separation of materials and facilitating the recycling process.

This edition’s creative development and art direction were led by **Pedro Vareta Studio**, a strategic design studio that collaborates with the brand in curating visual concepts and selecting artistic talent for innovation projects.

The Mateus 2026 Special Edition is now available at selected retailers, with a SRP (Suggested, non-binding) of €4.49 per 75cl bottle.

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!