

MATEUS

ROSÉ

MATEUS EXPANDS ITS ROSÉ UNIVERSE WITH THE ARRIVAL OF DRY SELECTION IN MASS RETAIL

May 20, 2026 – Mateus, the brand that has celebrated togetherness and friendship for over 80 years, takes a strategic step by expanding the distribution of **Mateus Dry Selection** to hypermarkets and supermarkets within the Pingo Doce chain. This move responds to the growing demand for wines with a drier and more sophisticated profile, bringing consumers closer to a contemporary and light proposition, ideal for moments when life calls for something more.

True to the spirit of unity and collective celebration that defines the brand's DNA, Mateus positions Dry Selection under the motto **“When life calls for something more.”** This reference establishes itself as the element that elevates group gatherings, transforming shared moments among friends into an experience of greater distinction and elegance.

From a winemaking perspective, Mateus Dry Selection is an excellent Bairrada DOC wine, made from a blend of Baga (70%) and Syrah (30%), with a declared vintage. Compared to the iconic Mateus Original Rosé, this reference stands out for its drier, lighter, and more complex character. Its elegant pale pink colour anticipates an expressive aromatic profile, marked by fresh notes of redcurrant, cherry, and strawberry.

On the palate, the balance between body and acidity culminates in a dry and refreshing finish. These unique characteristics make it a highly gastronomic wine, ideal to pair with dishes such as fresh salads, seafood, grilled fish, and white meats, as well as Asian cuisine specialties like *sushi* and *sashimi*.

This new phase reinforces the legacy of a brand born in 1942 from the vision of Fernando Van Zeller Guedes, founder of Sogrape, who revolutionised the sector with an iconic bottle inspired by military canteens. Today, present in more than 120 markets, Mateus reaffirms its status as a “love brand” by offering wines that, like Dry Selection, respond to contemporary trends through a profile inspired by Provence.

With an RRP* of €6.99 per 75cl bottle, this product invites consumers to celebrate life and togetherness, maintaining the consistent quality that defines the brand across all convivial moments.

**The recommended retail price is merely indicative and non-binding; retailers are free to set their own prices.*

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EST.  1942

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About Mateus

Created in 1942 by Fernando Van Zeller Guedes, Mateus is an iconic reference in Portuguese wine, recognised for its distinctive bottle and innovative spirit, becoming a natural presence at authentic gatherings, spontaneous celebrations, and toasts to life's great moments. Light, vibrant, and relaxed, Mateus spans generations through music, culture, and the pleasure of sharing. Present in more than 100 markets, it continues to reinvent itself, believing that the best occasions always taste better when experienced in good company.

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