



MATEUS ROSÉ ROLLS OUT NEW SUMMER CAMPAIGN, INVITING PORTUGAL TO “REFRESH THE CONVERSATION”

5 August, 2026 – This summer, **Mateus Rosé**, Sogrape’s iconic brand, founded in 1942, is unveiling the campaign “**Refresh The Conversation**”, a new communications platform that encourages Portuguese consumers to break away from routine, embrace new experiences, and create more moments of gathering and sharing.

At a time when digital interactions increasingly dominate everyday life, Mateus reaffirms its purpose of bringing people together and celebrating face-to-face connections. The brand is aiming to encourage consumers to replace the familiar with the unexpected, turning simple experiences into new stories worth telling while embracing everyday moments as catalysts for genuine connection and togetherness.

This positioning follows the brand’s strategy of expanding the opportunities to enjoy Mateus Rosé, reinforcing it as the natural choice for relaxed moments with friends and family.

“Mateus is bringing generations together and connecting people around the world for over 80 years. At a time when the fast pace of daily life and the digital world tend to pull us apart, we want to remind people of the importance of real human connections. With “Refresh the Conversation”, we invite everyone to disconnect for a moment, step outside, and create new stories to share,” says **Filipe Gonçalves, Chief Marketing Officer at Sogrape**.

Developed in partnership with UZINA, the campaign is built around a simple idea: our conversations reflect the experiences we have. When we keep doing the same things, we end up talking about the same topics. This is where one of Mateus Rosé’s most distinctive features—its freshness—comes into play, inspiring the campaign’s creative concept and serving as a metaphor for renewing conversations through new experiences.

The campaign will have a strong presence across OOH (*Out of Home*) channels, retail points of sale, and digital platforms. Billboards and advertising panels will feature messages such as: “If traffic is your only topic of conversation, perhaps it’s time to go for a long walk in good company.”; “If the conversation can’t escape the diapers, maybe it’s time you leave the diapers in good hands and escape for a night out.”; “If meetings is all

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you talk about, maybe it's time to have one with your friends.”; “Fewer likes. More ‘I like you.’”

The strategy also includes brand activations in everyday environments such as gyms, office buildings, and coworking spaces, using context-specific messages designed to encourage people to break away from routine and seek out new experiences.

Across social media and digital platforms, the concept continues through content that inspires consumers to swap endless scrolling for real-life moments, rediscovering the pleasure of spending time together.

With “Refresh the Conversation,” Mateus Rosé strengthens its relevance by addressing a timely and universal topic that encourages reflection on the importance of human connection. The campaign strengthens the brand’s close and authentic relationship with consumers while further establishing its positioning around sharing, spontaneity, and the social moments that have been part of its DNA for more than eight decades.

About Mateus

Created in 1942 by Fernando Van Zeller Guedes, Mateus is an undisputed reference in Portuguese wine, distinguished for its unique bottle and trailblazing spirit. It has become a natural companion for authentic gatherings, spontaneous celebrations, and toasts to life’s memorable moments.

Light, vibrant, and easy-going, Mateus bridges generations through music, culture, and the joy of sharing. Available in more than 100 markets worldwide, the brand continues to reinvent itself, believing that life’s best moments are always better when enjoyed in good company.

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