**Press Release**

**“É um milagre dos Santos”: Super Bock Brings Friends Together in Over 200 Locations Across Lisbon**

* **Super Bock launches “É um milagre dos Santos” campaign**
* **Brand will be present in more than 200 locations across the capital, including street parties, points of sale, activations, and experiences**

June is a time for celebration — for street parties, popular music, grilled sardines, and nights that linger in our memories. It’s the season of the Santos Populares, which every year attracts millions of Portuguese people and an increasing number of tourists from all over the world — and it’s also the season for Super Bock.

The brand, which is the Official Sponsor of the Lisbon Festivities — including the Arraiais (street parties) and the Marchas Populares (parades) — is once again at the heart of the capital’s popular celebrations, launching a new campaign that celebrates what truly matters at this time of year: being with friends and enjoying this unique event.

Under the motto “É um milagre dos Santos”, the campaign highlights what only the Santos can do: bring together friends who haven’t seen each other in ages, get even non-dancers dancing, and reveal new sides of friends — freer, lighter, and more fun. Because in the end, we all want the same thing: even the stingy friend buys a round, the quiet friend sings until they’re hoarse, and the homebody friend stays out all night.

To make this happen, the brand will be present in over 200 spots across Lisbon, from street parties and points of sale to brand activations and experiences that invite everyone to celebrate with lightness, authenticity, and a Super Bock in hand. The Grande Arraial de Benfica, Santos à Campolide, and the street parties of Caselas, CCPSE, São Miguel, ADCEO, Academia de Santo Amaro, Mouraria, Carnide, Bica, Os Pobrezinhos, Santa Catarina, and Navegantes are just a few examples where the brand will be part of the festivities.

**Bruno Albuquerque, Marketing Director – Beer & Sponsorships at Super Bock Group, says:**

“Super Bock is the brand of friendship and shared moments. Being at the Lisbon Festivities as Official Sponsor means being where friendship happens — unfiltered and genuine — with everything that makes the Santos Populares such a unique celebration for us. We want to keep being the beer that’s there for reunions, hugs, toasts, and the joy of friends.”

The new campaign will be present on social media, billboards, outdoor displays in metro stations, taxis, and digital channels, celebrating the Santos Populares as a unique event that brings all friends together in the capital.

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Informações adicionais: CATARINA SIMÕES FARINHA :: ISABEL CARRIÇO



Tlm. 932 260 035 :: 965 232 496

CATARINAFARINHA[@LPMCOM.PT](mailto:raquelpelica@lpmcom.pt):: [ISABELCARRICO@LPMCOM.PT](mailto:ISABELCARRICO@LPMCOM.PT)

Ed. Lisboa Oriente, Av. Infante D. Henrique, 333 H, esc.49, 1800-282 Lisboa

