

Sol de Janeiro Launches Cheiroso Men's Fragrance Line with Sweeter at the Chopped Cheese Classic



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New York City, New York Sep 22, 2026 ([Issuewire.com](https://www.issuewire.com)) - Sol de Janeiro introduced Cheiroso, its new line of men's fragrances, to New York City at the Chopped Cheese Classic, a soccer tournament and street party in Williamsburg, Brooklyn. Sweeter built and staffed the on-site sampling activation, distributing more than 4,500 fragrance samples and 2,000 custom popsicles to guests over the course of the event.

Sweeter deployed a fully branded Airstream trailer as the anchor of the activation, with a custom-branded interior wall and a fabricated awning valance on the service window carrying the Cheiroso launch identity. The trailer served as the fragrance sampling station for the day, positioned inside the tournament's existing street party footprint alongside other elements of the event that were provided by partners outside of Sweeter's scope.

Building a launch station inside a pre-existing event meant working within someone else's footprint and timeline rather than a standalone site plan, and the trailer's compact profile made it possible to hold a defined sampling zone without disrupting the flow of the tournament around it.

Because the Chopped Cheese Classic already operated under an approved street closure for the tournament, no separate activity permit was required for the Sweeter footprint. The trailer and sampling station were built into the existing closure plan, allowing the activation to draw directly on the day's soccer-tournament foot traffic without an additional permitting process.

At the trailer, Sweeter's brand ambassador team worked the sampling line for Cheiroso's launch, part of a ten-person on-site staffing group that also covered other elements of the day's programming. Sweeter's ambassadors introduced guests to the new fragrance line and distributed more than 4,500 samples across the day, keeping the line moving even as tournament crowds surged between matches.

Ambassadors encouraged guests to layer scents within the line, walking each sampler through pairing options the same way Sol de Janeiro has built its layering approach across its existing fragrance and body care portfolio.

Alongside the fragrance sampling, Sweeter produced and served 2,000 individually wrapped popsicles on branded popsicle sticks with custom printed labels. The popsicles came in two flavors, Vanilla and Pineapple, each tied to one of Cheiroso's two core scent notes, giving guests a taste cue to match the fragrance they had just sampled. Wrapped individually and printed with custom labels, the popsicles were built to travel through the crowd and hold up to a hot afternoon on the field, letting guests carry a piece of the activation with them well after they left the trailer.

Anchoring the Cheiroso launch inside a community soccer tournament put Sol de Janeiro's new men's line directly in front of a young, active, and largely male audience on a high-energy summer day, a launch environment built around movement and heat rather than a traditional retail setting. Pairing scent sampling with a flavor-matched treat gave guests two sensory touchpoints tied to the same two fragrance notes, reinforcing the line's identity in a single visit to the trailer.

The Cheiroso launch showed Sweeter's ability to build a focused sampling activation inside a larger third-party event, delivering custom fabrication, staffing, and product execution on Sol de Janeiro's terms even without a standalone permit or a dedicated footprint of the day's programming.

About Sweeter:

Sweeter is a New York City-based leader in experiential marketing, specializing in innovative and engaging activations that create lasting connections between brands and consumers. Known for their creative approach and flawless execution, Sweeter sets the standard for branded food trucks, mobile marketing tours, and experiential marketing vehicles.

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