

PERONI



Bring Style to the World of Beer

BRAND HIGHLIGHTS

- Peroni is the 4th best-selling European Import
- Peroni is the 2nd fastest growing European Import (\$ chg. vs. YA)
- The number of Peroni buyers is growing +12% vs YA
- 32% of Peroni buyers exclusively purchase Peroni

PRODUCT SPECIFICATIONS

- **STYLE:** International Pale Lager
- **COLOR:** Resembles a light, straw yellow color with brilliant clarity
- **CALORIES:** 146
- **CARBS:** 11.2g
- **ABV:** 5%
- **HOPS:** Czech Saaz and German Hallertau Magnum
- **MALT:** Two Row, Spring Barley Pale Malt

AVAILABLE IN



Kegs

26wk Shelf- Life



Cans

40wk Shelf- Life



Bottles

40wk Shelf- Life

PERONI



BRAND STORY

In 1846, Francesco Peroni established the first Peroni brewery in Vigevano.

By 1963, The Peroni family had a vision for a beer with a pale, golden color more reminiscent of Prosecco than the darker beers of the time. The result was Peroni Nastro Azzurro, a refined beer with a distinctive crisp and refreshing taste and a balanced aroma, and the perfect accompaniment to the flavorful foods of the Mediterranean.

Today, Peroni is the most vastly sold premium Italian beer in the world.

BRAND FACTS

- 2nd fastest growing European Import in the US on and off-premise
- Peroni is the #1 Italian beer in the US
- Peroni is the 4th best-selling European Import
- When on feature and/or display, Peroni 12pks see a +39% volume lift - 1.8x more than Heineken and 1.6x more than Stella
- Peroni buyers spend \$92 per trip, +8% more than Heineken purchasers
- Communication Platform: Live Every Moment

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TASTING NOTES

AROMA

Notes of mild honeyed toast, light citrus, mild nuttiness

TASTE

Flavors of exceptionally crisp and dry medium-bodied lager, citrus, rye toast & delicate spice notes

MOUTHFEEL

Induces a feeling of a carbonation that's effervescent

FINISH

Ends with lingering flavors of citrus, rye bread, snappy bitter hops with a dry, clean finish

PERONI

NASTRO AZZURRO 0.0%



BRAND STORY

Introducing **Peroni Nastro Azzurro 0.0%**, an Italian lager with 0.0% alcohol inspired by the Italian taste of Peroni Nastro Azzurro.

Peroni Nastro Azzurro 0.0% is crafted with our superior Italian ingredients including the signature Nostrano dell'Isola Maize – grown exclusively in the North of Italy to create the same uplifting Italian taste now at 0.0% alcohol.

BRAND FACTS

- Exclusive global partner of Scuderia Ferrari Formula 1 team
- 90% of consumers agree Peroni 0.0% matches the flavor of the master brand
- Majority of Peroni 0.0% purchasers say it tastes better than Heineken 0.0 and Stella Liberte
- 70% of Peroni 0.0% purchasers still consumer alcoholic beverages
- 9 of 10 Peroni 0.0% purchasers indicated they will be repeat purchasers

AVAILABLE IN



Bottles
52wk Shelf- Life

TASTING NOTES

AROMA

Slightly hoppy and flowery

TASTE

Crisp taste, slightly hoppy and flowery flavor

MOUTHFEEL

Light body, effervescent

FINISH

Clean and fast finish

- **Style:** International Pale Lager
- **Color:** light yellow color
- **Calories:** 76
- **Carbs:** 18g
- **ABV:** 0.0%

PRODUCT DETAILS	
STYLE	International Pale Lager
TARGET CONSUMER	25-45 European Import Beer Drinkers that are looking to add moderation to their beer drinking occasions
NUTRITION PROFILE	76 calories/12oz, 18g carbs
ABV	0% / 12oz
OSKU	6pk 4/6 330ML Bottle: 708563
PACKAGE DIMENSIONS/ WEIGHT	6pk 4/6 330ML Bottle: 7.2 IN x 4.86 IN x 9.05 IN
CASE DIMENSIONS / WEIGHT	6pk 4/6 330ML Bottle: 14.5 IN x 10 IN x 9.4 IN
SHELF LIFE	52 weeks
PRICING GUIDANCE	At parity to Peroni 6pks
PLACEMENT	Place in non-alc section adjacent to Heineken 0.0 and/or Stella 0.0. Alternatively (if no non-alc section) within European Imports set adjacent to Peroni and Heineken 0.0

PERONI.
NASTRO
AZZURRO
0.0%



Peroni 0.0
6pk 12oz Bottles

