



Peroni 0.0 will be the most aspirational and superior non-alcoholic lager in the world

REASONS TO BELIEVE

- ✓ Peroni is growing faster than Stella, Heineken and the total European imports segment
- ✓ Peroni 0.0% will be the most aspirational and superior non-alcoholic lager in the world
- ✓ Consumers want their NAB to look and taste as close as possible to their full alcohol beer of choice, and Peroni 0.0's taste profile matches Peroni's very well (more so than Stella and Heineken's NAB offerings)
- ✓ Verified 0.0% alcohol

SKUs



330 ml Bottles
6 Pack



Crisp, refreshing Italian taste with superior ingredients with Italian origin

- ✓ Crisp taste, light body
- ✓ 0.0% ABV

LAUNCHING:
February 2023

SHELF LIFE:
366 Days

PRICE GUIDANCE:
At Parity w/ 0.0 Import
6pks

PLACEMENT:
Adjacent to Heineken 0.0

Brand Fact Sheet – Peroni 0.0

Brand Story

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

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

Brand Facts

- Made w/ superior ingredients with Italian origin
- 0.0% ABV
- 76 Calories
- 366 days shelf
- Bitterness: 23 EBU
- Available in 6-pack bottles

Nutritional/Style

NUTRITIONAL INFORMATION

(per 100ml)

| | |
|---------------------------|-------------|
| kJ | 99 |
| kcal | 23 |
| Fat Tot | 0g |
| <i>of which Saturates</i> | 0g |
| Carbohydrates | 5.6g |
| <i>of which Sugars</i> | 0.8g |
| Protein | 0.2g |
| Salt | 0g |

Calories: 76
Carbs: 18.5 g
ABV: 0.0%
Style: non-alc Italian lager



Appearance: light yellow color

Aroma: slightly hoppy and flowery flavor

Taste: Crisp taste, slightly hoppy and flowery flavor

Mouthfeel: light body

Finish: clean and fast finish

PERONI
ITALIA

**SUPERIOR
ITALIAN TASTE**
NOW WITH **0.0% ALC**



CELEBRATE RESPONSIBLY®

©2022 IMPORTED BY BIRRA PERONI INTERNAZIONALE, WASHINGTON, DC • MALT BEVERAGE WITH NATURAL FLAVORS