

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

PRODUCT SPECIFICATIONS

- **STYLE:** International Pale Lager
- **COLOR:** Resembles a light, straw yellow color with brilliant clarity
- **ABV:** 5%
- **CALORIES:** 146 (per 12oz serving)
- **CARBS:** 11.2g
- **ABV:** 5%
- **HOPS:** Czech Saaz & German Hallertau Magnum
- **MALT:** Two Row, Spring Barley Pale Malt

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

PRODUCT DETAILS	
STYLE	International Pale Lager
TARGET CONSUMER	25-45 European Import Beer Drinkers
NUTRITION PROFILE	146 calories/12oz, 11.2g carbs
ABV	5% / 12oz
OSKU	PERON NAST 12 LS 24OZ AL IS CAN VTR(4): 712532
PACKAGE DIMENSIONS/ WEIGHT	12Loose 24oz Can: 12 IN x 8.88 IN x 7.75 IN
CASE DIMENSIONS / WEIGHT	12Loose 24oz Can: 12 IN x 8.88 IN x 7.75 IN
SHELF LIFE	52 weeks
PRICING GUIDANCE	At parity to other EU Imports 24oz cans
PLACEMENT	Position eye-level on shelf next to imports & create shelf blocking using Peroni FOB SKU's Prioritize cold space.

PERONI®

NASTRO AZZURRO

