

# Peroni Nastro Azzurro®

## BRAND OVERVIEW

- Peroni Nastro Azzurro is the #1 Premium brand in Italy and is the most vastly sold Italian beer internationally, spanning 50 countries on 5 continents
- Nastro Azzurro means “Blue Ribbon” – the name of the prize given to the ship that crossed the Atlantic in the shortest time
  - The beer was given this name in honor of the SS Rex – the only Italian ship to have received the award
- Pairs great with food.
  - Mixed hors d’oeuvre, fried shellfish, vinegar based dishes and white sauce pasta
  - Reggiano parmesan, genuine aged mozzarella, genuine provolone cheese



## BRAND PERSONALITY

### Armani - Ferrari - Peroni – Italy

- Peroni Nastro Azzurro is an Italian style icon – a designer label from Italy
- Personality is bold, spirited, authentically Italian, and effortlessly stylish

## BRAND CHARACTERISTICS

- Peroni® is an International Pale Lager
- 5.1% ABV
- 24 IBUs

## BRAND SENSORY INFORMATION

- Appearance: Light straw yellow, bright and brilliant
- Aroma: Mild bouquet of honeyed toast with hints of citrus and nut
- Taste: Exceptionally crisp and clean; balanced malty note and slight bitterness
- Mouthfeel: Light-to-medium body, zesty carbonation
- Finish: Crisp, dry finish

