



ABOUT THE BRAND

- This light, crisp international-style Pilsner is produced using the highest-quality natural ingredients **grown in Italy**
- Peroni is the **most widely sold** Italian beer internationally
- Target consumer is urban, upscale and educated **25-39 year old** men and women

STATS

- Peroni is **70% bigger** than it was in 2010 in core markets
- **11% CAGR** since 2005

Peroni Interaction Index	
Imports Beers	310
Prosecco	315
Wine >\$20	356

INCREMENTAL

Peroni's target consumer is highly incremental to the MillerCoors portfolio, sourcing predominantly from other imports, wines and bubbly

EXPLORE OUR BREW

APPEARANCE	The look resembles a light, straw yellow color, brilliant clarity
AROMA	Scent notes highlight a mild honeyed toast, light citrus, mild nuttiness
TASTE	Experience flavors of exceptionally crisp and dry medium-bodied lager, tangy orange, 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
SENSORY NOTES	Bread, herbal, floral

PAIRS WITH

Mixed hors d'oeuvres, fried shellfish, vinegar based dishes and white sauce pasta

ABV

5.1%

STYLE

International Pale Lager

KEY INGREDIENTS

Three quarters two row spring barley blended with Peroni's trademarked "Nostrano dell'Isola" Italian Maize along with Saaz and Hallertau Magnum hops