

# PERONI NASTRO AZZURRO BRINGS A TASTE OF CAPRI TO THE AUSTRALIAN OPEN WITH 'PERONI CAPRI BEACH CLUB'

Peroni Nastro Azzurro is proud to return once again as the Official Beer Partner of Australian Open 2024.

To celebrate Peroni's fourth consecutive year as an Official Beer Partner, and to kickstart the launch of Peroni Nastro Azzurro Stile Capri, Peroni is offering fans an opportunity to escape the arena and enjoy a taste of Italian Summer at the Peroni Capri Beach Club.

The beach club, a first of its kind for the brand, located within Grand Slam Oval, gives tennis-goers a reprieve from the bustle of Melbourne Park, transporting them to the serenity of a Mediterranean beachside bar. Fans will be able to sit back in lounge chairs, escape the heat and relax under beach umbrellas or terrace seating, with a crisp, refreshing beverage poured from the Peroni bar. The Beach Club draws inspiration from the picturesque island of Capri, with clean white infrastructure complimented by classic Peroni blue furniture and bright Italian flora.

As the official naming partner of the Grand Slam's Super Saturday (January 20th), the Peroni Capri Beach Club will elevate further for one of the biggest nights of the tournament. It will be the only place on Grand Slam Oval offering live music and beer on-tap. Peroni's Super Saturday at the Peroni Capri Beach Club is set to bring incredible energy and a vibrant atmosphere to the Open's busiest night.



PERONI NASTRO AZZURRO  
JANUARY 2024

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STILE CAPRI



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To further excite fans, Peroni is offering a chance to win an all-expenses-paid seven-night trip to Capri, Italy. All they need to do is snap a picture of themselves at the Peroni Capri Beach Club, upload the photo to Instagram, tag and follow @peroni\_au to enter into the draw. The winner will be randomly drawn and announced on the 2nd of February (T&Cs apply).

With a rich gold colour reminiscent of the Mediterranean sunset, Peroni Stile Capri is an easy-drinking and refreshing beer with low bitterness and citrus notes. This new variety features lemon extracts to transport you straight to the coast of Italy from the very first sip.

The Peroni Capri Beach Club will be open from 10am until late, from the 14th of January throughout the duration of the tournament, and will be pouring Peroni Nastro Azzurro Stile Capri (4.2% ABV), alongside the traditional Peroni Nastro Azzurro (5% ABV and 3.5% ABV). The Peroni Capri Beach Club will also be serving its popular Peroni Nastro Azzurro 0.0% (0.0% ABV) for beer lovers who want the same refreshing taste, while also drinking responsibly.

For those who won't be attending the Australian Open, Peroni Nastro Azzurro is also taking Stile Capri outside of the arena, so you can still experience a taste of Capri this summer.

Peroni Nastro Azzurro Stile Capri is also being poured at the following venues:

- Pétanque Social
- Young & Jacksons
- Ludlow Bar & Dining Room
- The Beverley
- Left Bank
- Pure South Dining & Kitchen
- Arbory Afloat
- QT Melbourne
- 400 Gradi
- Public House
- Watson's Bay Hotel
- Woolloomooloo Bay Hotel

The Peroni Capri Beach Club will be available for all Australian Open ticketholders for the duration of the tournament.

For further information,  
access to imagery and interviews  
please contact:

Jess Boland, 3 Degrees  
E: jboland@3dm.com.au  
M: 0410 118 805