

AO2021

Media Release

8-21 February

Friday 8 January 2021

Peroni signs on as Official Beer of the Australian Open

HIGH RESOLUTION IMAGES AVAILABLE [HERE](#)

World-renowned beer Peroni has been named **Official Beer** partner of the **Australian Open** commencing from 2021.

“It’s always exciting welcoming new brands to the Australian Open family and we look forward to working with Peroni to deliver a range of premium experiences for our fans across the tournament,” Chief Revenue and Experiential Officer **Ben Slack** said.

“Our focus is to create amazing and memorable moments for our fans and guests at the AO, a vision shared by Peroni, and we look forward to seeing the partnership grow.”

A custom designed **Peroni Aperitivo Bar** will bring true Italian style hospitality to the AO. Located within the Rod Laver Arena zone and with easy access to RLA, this will be a premium destination for fans.

The innovative space draws inspiration from classic Italian architecture with a crisp blue and white palette creating a Mediterranean courtside oasis. The contemporary design has been developed with luxury in mind and includes various areas to pause and play, with spacious seating pods and a fan-friendly virtual ordering system. The iconic Peroni blue ribbon is reflected in the shape of the bar, the furniture and a series of striking bespoke “blue ribbon seating areas”.

“Peroni is synonymous with true style and is naturally at home at any premium occasion. Through our Australian Open partnership, we aim to elevate the tennis hospitality offering and bring new experiences to the fans at the AO, at their favourite local venues and also at home,” CUB Marketing General Manger **Brian Phan** said.

Peroni looks forward to activating the partnership extensively onsite at AO2021, at venues across Melbourne and Australia. The partnership also includes pouring rights at restaurants, bars and food outlets across the Australian Open Melbourne Park precinct.

Peroni is the latest high-profile brand to join the Australian Open family.

-ends-

Australian Open 2021, supported by major partner Kia Motors in association with Emirates, Luzhou Laojiao and Rolex, will take place at Melbourne Park from 8-21 February. Visit ausopen.com for more information.

For further media information please contact:

Sarah Kalaja, Tennis Australia, sarah.kalaja@tennis.com.au, +61 413 432 216

Lucy Rule, 3 Degrees Marketing for Peroni, lrule@3dm.com.au, +61 03 8416 5999