

PRESS RELEASE | JULY 2022

## PERONI RELAUNCHES ITS MODERATION PORTFOLIO OF NON-ALCOHOLIC & MID STRENGTH PRODUCTS

This July, Peroni will relaunch its moderation portfolio of non-alcoholic (0.0%) and mid strength (3.5%) beers in Australia, under the Masterbrand of Peroni Nastro Azzurro, continuing to deliver the same Italian passion and flair to customers.

Launching in Europe in April this year, Peroni Nastro Azzurro 0.0% and Peroni Mid Strength 3.5% are crafted using the signature Nostrano dell'Isola maize, grown exclusively for Peroni in the north of Italy, creating the same uplifting Italian taste.

Birra Peroni has implemented technology in its Rome brewery to enable Peroni Nastro Azzurro 0.0% to match the flavour profile of signature beer, Peroni Nastro Azzurro, which has been brewed since 1963. This technology allows the signature base recipe and ingredients of Peroni Nastro Azzurro to be used, and only after the characteristic aroma and taste profile of Peroni Nastro Azzurro is fully developed, is the alcohol gently removed to deliver the crisp and refreshing Italian taste.

Australians still love a drink but are consuming beer in an increasingly responsible way, with Australian alcohol consumption at historic lows. These new Peroni beers cater to Australia's evolving tastes, allowing lovers of premium beer to moderate their alcohol consumption while still enjoying the full and distinctive Peroni flavour.





Kym Bonollo, Head of International & Craft at Asahi Beverages, says: “Peroni Nastro Azzurro 0.0% and Peroni Mid Strength 3.5% will replace Peroni Leggera and Peroni Libera throughout Australia, giving beer lovers a more authentic Peroni taste.

“This launch has been a true global partnership between the local Australian team, our global team in London and our home team at Birra Peroni, Italy to develop these incredible and, might I say, refreshing brews. More than ever, we are all moderating our choices, but we shouldn’t have to compromise on taste. The redevelopment of our moderation portfolio to bring the uplifting taste of Peroni Nastro Azzurro to more consumers is a simple but positive one for our future.”

Peroni Nastro Azzurro 0.0% will also replace Peroni Libera 0.0% in partnering with the Aston Martin Aramco Cognizant Formula One™ Team and will appear across the car and all team kit, with the all-new 0.0% beer set to be served at prestigious events across the global Formula One™ calendar.

The Peroni Nastro Azzurro 0.0% launch in the Australian market will be supported by a campaign above the line across TV, video on demand, out of home, digital and social channels from September 2022. The beer will be available through retail and on-premise venues.

Asahi Beverages is committed to providing more options for beer drinkers to moderate their alcohol consumption. Already, 29% of Asahi Beverages’ beer sales are from no, low, and mid-strength beer.

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