

Enjoy a taste of the Italian summer with new Peroni Nastro Azzurro *Stile Capri*

Introducing Peroni Nastro Azzurro Stile Capri, a brand new Mediterranean-inspired lager complementing the iconic Peroni Nastro Azzurro portfolio

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- From April 2023, **Peroni Nastro Azzurro Stile Capri** will be launched in Hungary, Italy, Romania, and the United Kingdom & Ireland
- The new lager offers a refreshing, summery taste brewed with a light touch of Italian lemon zest that evokes the sense of an Italian beach holiday
- **Peroni Nastro Azzurro Stile Capri** will be produced in Rome and Bari

Asahi Europe & International, custodian of **Peroni Nastro Azzurro**, announces the launch of Peroni Nastro Azzurro *Stile Capri* - a Mediterranean inspired lager at a lower ABV (4.2%), with all the superior quality and taste of the beloved Peroni Nastro Azzurro.

With a delicate balance of low bitterness and citrus notes, this new variety features Italian lemon and olive leaf extract to deliver a taste that takes you there; an Italian beach holiday, wherever you are.

Stile Capri aims to deliver on the true Italian lifestyle credentials of **Peroni Nastro Azzurro**, reflected in its signature superior design. For the first time in the brand's history, **Peroni Nastro Azzurro Stile Capri** will be sold in a clear 'flint' bottle which showcases the golden richness of the liquid.

Grant McKenzie, Chief Marketing Officer, Asahi Europe & International said; "The launch of PNA Stile Capri is a key part of our 2030 commercial ambition to build PNA into a top 10 global beer brand supported by relevant innovation. The recent success of PNA 0.0% in driving increased interest in the non-alcohol beer market demonstrates that consumers respect and understand the quality we bring. We are proud to bring a much needed premium quality offer to the easy-drinking beer market. Peroni Nastro Azzurro is uniquely placed to deliver a disruptive and delicious premium offer that excites consumers."

Claudio Costa, Head Brewer at Birra Peroni added; "Alongside a team of expert brewers, we were able to create an easy drinking, low bitterness and super refreshing beer with an unmistakable character and a touch of Italian style. Brewed with fresh notes of sun-soaked lemons and olive leaf, it is lightly aromatic and uniquely uplifting, like the sea breeze on Italy's iconic coastline. **Peroni Nastro Azzurro Stile Capri** is best served chilled in a tall glass in the sunshine, but even in the bottle will bring a bit of Italy wherever some sunshine is needed."

The newest addition follows on from last year's successful launch of Peroni Nastro Azzurro 0.0%, the alcohol-free alternative to the crisp and uplifting Italian favourite. This was launched across

28 countries worldwide, part of Asahi Europe & International's commitment that 20% of its portfolio will comprise of non-alcohol products by 2030.

Peroni Nastro Azzurro Stile Capri will officially launch in Hungary, Italy, Romania, and the United Kingdom & Ireland from April 2023 across major retailers and will be supported by a global marketing campaign across execution and investment over the next three years.

It will then be available in the following year in additional geographies across Asia Pacific & Europe.

About Peroni Nastro Azzurro

Peroni Nastro Azzurro is a premium Italian lager with distinctive, intensely crisp and refreshing character. Brewed in Italy since 1963 and now an established icon of the UK beer market, Peroni Nastro Azzurro capture the Italian spirit: a passion for life, authenticity and quality.