



SALUTE, THE ITALIAN WAY: PERONI NASTRO AZZURRO 0.0% ENTERS SECOND YEAR OF GLOBAL PARTNERSHIP WITH SCUDERIA FERRARI HP

- *The second year of the multi-year partnership between Peroni Nastro Azzurro 0.0% and Scuderia Ferrari HP celebrates the continued relationship between two iconic Italian brands, synonymous with Italian passion and style*
- *Scuderia Ferrari HP drivers, Charles Leclerc and Lewis Hamilton star in short film, *The Welcome Present*, launching *The Italian Way* campaign, a year-long celebration of Italian culture, passion and style*
- *Peroni Nastro Azzurro 0.0% continue to partner with Ferrari Challenge Trofeo Pirelli series*

Prague, CZ – 12th March 2025 – Today, Peroni Nastro Azzurro 0.0%, the super premium Italian beer brand from Asahi Europe & International, launches new full year campaign, *'The Italian Way,'* set to celebrate the treasured traits of Italian culture; passion and style.

To launch the campaign Peroni Nastro Azzurro 0.0% debuts *'The Welcome Present'*, an entertaining spot starring Scuderia Ferrari HP racing drivers, Charles Leclerc and Lewis Hamilton.

Set against the backdrop of the luscious Italian hills, the short-film follows a special delivery to the newest Scuderia Ferrari HP team member, Lewis Hamilton. Orchestrated by Peroni Nastro Azzurro 0.0%, facilitated by Charles Leclerc and delivered by Tifosi, a one-of-a-kind combi van delivers a surprise welcome present to Lewis; 44 cases of Peroni Nastro Azzurro 0.0%. The perfect homage to Lewis' racing number, #44.

'The Welcome Present', directed by acclaimed Director, Martin Werner, underscores what we know and love about Italy and Italians alike, showcasing the warmth and generosity of being welcomed in Italian style.

Paying homage to Lewis Hamilton and Charles Leclerc's driver numbers, #44 and #16, Peroni Nastro Azzurro 0.0% today announce a global search for 60 of the world's most passionate fans, to be inducted into *The Italian Way*.

As Scuderia Ferrari is the only team to have competed in every season since the Formula 1 world championship began, seventy-five years ago, Peroni Nastro Azzurro 0.0% tasks fans, to channel the traditional ways of fandom by sending *'Posta dei Tifosi'* (fan mail) to welcome Lewis Hamilton and Charles Leclerc to the 2025 season.

Applauding the innate passion of both Italians and Ferrari fans, the Tifosi, 60 of the most inspiring messages will be selected by Peroni Nastro Azzurro 0.0%, with the authors receiving one of sixty money-can't-buy Welcome Presents. The winners will be announced by Charles Leclerc and Lewis Hamilton. Each Welcome Present will include Scuderia Ferrari HP merchandise and Peroni Nastro Azzurro 0.0% product, to enjoy racing weekends in style.



The Welcome Presents will be available to those in *Italy, United Kingdom, USA, Canada, Germany, and Romania*. Winners will be announced on the @PeroniNastroAzzurro Instagram channel during the Imola race weekend, 16-18 May 2025.

Fans from around the world are asked to direct message @PeroniNastroAzzurro with their welcome notes, age and location. Terms and conditions can be found via the link on the @PeroniNastroAzzurro Instagram bio.

Italian fans will have the chance to deliver their notes in person, to a post box infused with Italian style, located in Emilia Romagna, in advance of the Imola race weekend. Please follow @PeroniNastroAzzurro for further details.

Nathalie Pfaff Seigle, Chief Growth Officer at Asahi Europe & International said:

"We are incredibly proud to launch The Italian Way campaign, a true celebration of our brand identity and culture. Through the campaign, we intend to elevate every racing moment for fans, embodying the very passion and style so pivotal to both Peroni Nastro Azzurro 0.0% and Ferrari."

Throughout the year, Peroni Nastro Azzurro 0.0% will bring the style and passion from the paddock to key global cities - London, Toronto, and Milan. The Italian Way activations will unlock the exclusivity that surrounds the grid, usually reserved for the few, and transform it into stylish city takeovers to be enjoyed by the masses; giving fans exclusive access to the world of Scuderia Ferrari HP. Through music, design, curated food and drinks, The Italian Way event series will deliver the excitement and glamour of the racing scene, through a contemporary Italian lens.

Continuing the motorsport sponsorship journey, Peroni Nastro Azzurro 0.0% continues to partner with the Ferrari Challenge Trofeo Pirelli series. Ferrari Challenge Trofeo Pirelli is the most renowned single-marque championship, bringing together amateur and professional drivers on some of the world's most picturesque tracks for over 30 years. Peroni Nastro Azzurro 0.0% will also be visible at Ferrari Challenge Trofeo Pirelli events across branding touchpoints.

The partnership plays a key role in the ambitions of Peroni Nastro Azzurro 0.0% brand's parent company, Asahi Europe & International, to have 20% share of their portfolio comprised of alcohol-free products by 2030 and is perfectly positioned to support the increased consumer demand for alcohol-free beverages. Peroni Nastro Azzurro 0.0% is made with Italian passion and style, delivering a crisp and refreshing beer with 0.0% alcohol content.

Asahi Europe & International is committed to promoting responsible drinking and supports the increased consumer demand for alcohol-free beverages. Peroni Nastro Azzurro 0.0% invites consumers to feel free to live every moment, safely, and in style. Inspiring them to drink less, by providing an aspirational choice which suits their lifestyle.

-ENDS-

For further information on the partnership, interview opportunities or Peroni Nastro Azzurro 0.0% please contact:

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- Media Materials -

Video content is available to the media via the below link:

[An Italian backdrop, two world-class drivers and a Peroni Nastro Azzurro 0.0% surprise for 2025.](#)

- Notes to Editors –

About Peroni Nastro Azzurro 0.0%

Launched in 2022, Peroni Nastro Azzurro 0.0% is the latest no-alcohol category innovation from Peroni Nastro Azzurro. Crafted with superior Italian ingredients including the signature Nostrano dell'Isola maize – grown exclusively for Peroni Nastro Azzurro in the north of Italy – Peroni Nastro Azzurro 0.0% offers the same uplifting Italian taste, with 0.0% alcohol. Birra Peroni implemented brand new 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 brewing with Italian passion and flair since 1963. This new technology allows the same signature recipe as 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. Peroni Nastro Azzurro 0.0% is available in more than 30+ countries worldwide and marks an important step towards Asahi Legacy 2030 initiative, to have non-alcoholic products make up 20% of Asahi Europe & International's portfolio.

About Asahi Europe & International

Asahi Europe & International is the international branch of Asahi Group Holdings, a global beverage and food company listed on the Tokyo Stock Exchange, Japan. As of 2020, the business is established under the Asahi Europe and International organization. Building on centuries of European brewing heritage, the business runs 19 production facilities in 9 countries across Europe and North America, and is the custodian of some of the best beer brands in the world, including Asahi Super Dry, Pilsner Urquell, Peroni Nastro Azzurro, Grolsch and Kozel. Within the Asahi Group, the remit of Asahi Europe and International is also to develop and manage export markets globally, outside of Japan, Asia and Oceania. With over 10,000 passionate colleagues on board, through our shared purpose of creating meaningful connections the business is well positioned to inspire people around the world to drink better.