

Peroni Nastro Azzurro launches two non-alcoholic beer variants with Italian-inspired flavors: Limone di Sicilia and Arancia Rossa

Bucharest, June 11th 2025. For the first time ever, Peroni Nastro Azzurro is launching its first alcohol-free beer flavors in the super-premium segment. The two new variants, Peroni Limone di Sicilia and Peroni Arancia Rossa, both with 0.0% alcohol, are inspired by the Italian style.

“We are excited to expand the Peroni Nastro Azzurro alcohol-free range with two new variants, Limone di Sicilia and Arancia Rossa, and, with this launch, to welcome our new brand ambassadors, Mădălina Ghenea and Chef Richard Abou Zaki, who bring these new flavors to life. These products are suitable for any consumption occasion, whenever you want to bring a touch of Italy closer. Their flavors are an invitation to savor the unmistakable Italian style of Peroni and to turn any moment into a memorable experience,” said Georgiana Marcu-Mirea, Senior Brand Manager Peroni Nastro Azzurro, Ursus Breweries.

The flavor of Sicilian lemons and red oranges in every can

The new products deliver a strong, flavorful taste, taking the Peroni Nastro Azzurro 0.0% experience to the next level. Peroni Limone di Sicilia offers a refreshing taste, with rich aromas of Sicilian lemon, while Peroni Arancia Rossa delights with its freshness, complemented by the delicate aromas of red oranges. Both variants bring an extra sense of refreshment to any time of day, perfect for those who prefer the refined Peroni taste in a non-alcoholic beer variant with fruity notes. They are already available in major retail chains starting this April.

Mădălina Ghenea and Chef Richard Abou Zaki bring the new Peroni Nastro Azzurro 0.0% flavors to life

The launch of Peroni 0.0% Limone di Sicilia and Peroni 0.0% Arancia Rossa is supported by a spectacular TV spot filmed in the heart of Rome, capturing the Italian charm of the brand in an elegant visual story, alongside Mădălina Ghenea and Chef Richard Abou Zaki, the two ambassadors for these new varieties in the Peroni portfolio.

“I am honored to be an ambassador for Peroni, a brand that embodies excellence, quality, and the Italian spirit. With Peroni, you celebrate every day with the unmistakable taste of *Made in Italy*, bringing to the world an experience that combines passion, style and friendship—all the key aspects that I believe in and that have shaped my career,” said Chef Richard Abou Zaki, judge of the show “Chefi la Cuțite.”

“Peroni has been a part of my story since the very beginning. My first advertising billboards carried this emblematic name, and the emotion of that moment – seen through my eyes and, even more, through the eyes of my parents – remains deeply imprinted in my soul. Coming back, nearly two decades later,

for a new campaign was an act of continuity, a new chapter that carries with it the memory of the first pages. Filming in Rome, a city close to my heart and one that breathes history, beauty, and personal memories, was a privilege. I am honored to be an ambassador for Peroni—a brand that has accompanied me since the early days of my career and that, today, continues to tell stories with authentic taste. Peroni embodies the essence of Italian style: effortless refinement and a taste that speaks for itself. A symbol of Italian conviviality and of moments lived with a zest for life. One of the most beloved Italian brands worldwide, Peroni continues to unite generations and to inspire through its elegant simplicity and ever-relevant spirit. Style, authenticity—Peroni is not just a brand. It is Italy in a glass,” said Mădălina Ghenea.

- Media Materials –

You can find video content by accessing the link below:

[Peroni Nastro Azzurro presents the new Limone di Sicilia and Arancia Rossa flavors](#)

- Notes –

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 Ursus Breweries

Ursus Breweries is the largest beer producer in Romania. The brands in the Ursus Breweries portfolio are: URSUS, Timișoreana, Ciucaș, Peroni Nastro Azzurro, Peroni Stile Capri, Kozel, Azuga, Pilsner Urquell, Asahi Super Dry. Ursus Breweries currently owns 3 breweries in Brasov, Buzau and Timisoara and a mini-brewery in Cluj-Napoca. Ursus Breweries is part of Asahi Europe & International. For more information about the company and its programs, please visit: www.ursus-breweries.ro and www.desprealcool.ro.