

## Brand Story / History

- In 1846, Francesco Peroni established the first Peroni brewery in Vigevano.
- By 1963, The Peroni family had a vision for a beer with a pale, golden color more reminiscent of Prosecco than the darker beers of the time. The result was Peroni Nastro Azzurro, a refined beer with a distinctive crisp and refreshing taste and a balanced aroma, and the perfect accompaniment to the flavourful foods of the Mediterranean.
- Today, Peroni is the most vastly sold Italian beer in the world.

## Brand Facts

- Peroni is the fastest growing European import brand
- Peroni is highly incremental to the MillerCoors portfolio, sourcing 75% of it's volume from wine and spirits

## Food Pairings

- Mixed hors d'oeuvres, fried shellfish, vinegar based dishes and white sauce pasta

## Brand Style:

- Style: International Pale Lager
- Hops: Czech Saaz & German Hallertau Magnum
- Malt: Two Row, Spring Barley pale malt blended with Peroni's trademarked "Nostrano Dell'Isola" Italian Maize

## Sensory Information (AATMF)

- APPEARANCE: resembles a light, straw yellow color with brilliant clarity
- AROMA: notes of mild honeyed toast, light citrus, mild nuttiness
- TASTE: flavors of exceptionally crisp and dry medium-bodied lager, tangy orange, rye toast & delicate spice notes
- MOUTHFEEL: Induces a feeling of a carbonation that's effervescent
- FINISH: Ends with lingering flavors of citrus, rye bread, snappy bitter hops with a dry, clean finish
- Sensory Notes: Bread, herbal, floral

## Nutritionals – IBU

- Calories: 149
- ABV: 5.1%
- Total Carbohydrates: 11.4g
- Per 12oz Serving

## SKUs

- 330ml 6/12 pack bottles,
- 6 pack Slim Cans
- 500ml Singles Can
- 1/4 & 1/2 BBLs

