



***Peroni 0.0*** will be the most aspirational and superior non-alcoholic lager in the world

## REASONS TO BELIEVE

- ✓ Peroni is growing faster than Stella, Heineken and the total European imports segment
- ✓ Peroni 0.0 will be the most aspirational and superior non-alcoholic lager in the world
- ✓ Consumers want their NAB to look and taste as close as possible to their full alcohol beer of choice, and Peroni 0.0's taste profile matches Peroni's very well (more so than Stella and Heineken's NAB offerings)
- ✓ Verified 0.0% alcohol

## SKUs



330 ml Bottles  
6 Pack



**Crisp, refreshing Italian taste with superior ingredients with Italian origin**

- ✓ Crisp taste, light body
- ✓ 0.0% ABV

**LAUNCHING:**  
September 2022

**SHELF LIFE:**  
366 Days

**PRICE GUIDANCE:**  
At Parity w/ Peroni 6pks

**PLACEMENT:**  
Adjacent to Peroni & Heineken 0.0

**Primary Unit:** The container that the liquid beverage comes in (could be a can, bottle, keg or bag).  
**Inner Pack:** The packaging surrounding the primary unit. In the case of a keg, there is no inner pack.  
**Outer Pack:** The packaging surrounding the Inner Pack or Primary Unit if there is no Inner Pack (could be a carton, a tray or other forms of packaging).

PRIMARY UNIT <i>(can/bottle/keg)</i>	INNER PACK <i>(packaging surrounding primary unit)</i>	OUTER PACK <i>(carton, tray, etc.)</i>
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N/A



N/A



N/A

N/A



# Brand Fact Sheet – Peroni 0.0

## Brand Story

Introducing **Peroni 0.0**, an Italian lager with 0.0% alcohol inspired by the Italian taste of Peroni

Peroni Nastro Azzurro 0.0% is crafted with our superior Italian ingredients including the signature Nostrano dell’Isola Maize – grown exclusively for us in the north of Italy – to create the same uplifting Italian taste now at 0.0% alcohol.



**Appearance:** light yellow color

**Aroma:** slightly hoppy and flowery flavor

**Taste:** Crisp taste, slightly hoppy and flowery flavor

**Mouthfeel:** light body

**Finish:** clean and fast finish

## Brand Facts

- Made w/ superior ingredients with Italian origin
- 0.0% ABV
- 82 Calories
- 366 days shelf
- Bitterness: 23 EBU
- Available in 6-pack bottles

## Nutritional/Style

### NUTRITIONAL INFORMATION (per 100ml)

kJ	99
kcal	23
Fat Vet	0g
of which Saturates	0g
Carbohydrates	5.6g
of which Sugars	0.8g
Protein	0.2g
Salt	0g

**Calorie:** 76  
**Carbs:** 17.8 g  
**ABV:** 0.0%  
**Style:** non-alc Italian lager