

PREMIUM. SOPHISTICATED.
EFFORTLESSLY STYLISH.



PERONI[®]
ITALY

peroniitaly.com

PERONI. ITALIAN STYLE APPLIED TO BEER.

PERONI NASTRO AZZURRO is the world's number one premium Italian lager. Created in the early 1960s, it is recognized for its crisp and refreshing taste, and continues to be brewed in Italy using only original ingredients of the highest quality.

Peroni is one of the fastest growing super premium import beers in Canada. A light bodied, crisp, clean and highly drinkable lager, it is designed to appeal to consumers who are style-conscious and discerning in their beverage choices.

ANNUAL PARTNERSHIPS

Official Beer of the Rogers Cup: In Toronto and Montreal
Official Beer of ROM Friday Night Live

PERONI NASTRO AZZURRO

23 IBU 5.1% ABV.

Serving Temperature 3-5°C

INGREDIENTS

MALT 2-row spring European malted barley

HOPS European noble aromatic hops

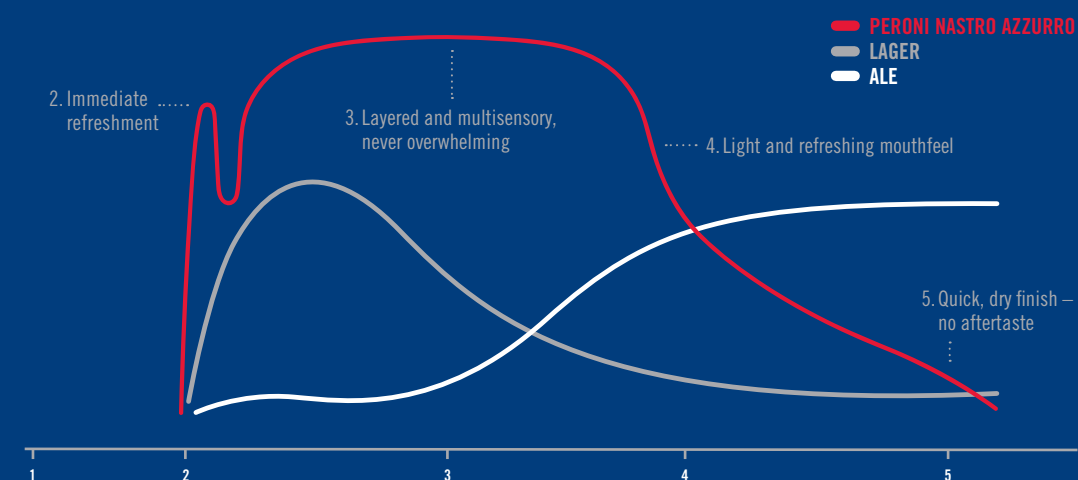
MAIZE Quarter Italian maize, of which 40% is Nostrano Dell'Isola (a variety grown exclusively for **PERONI NASTRO AZZURRO** in the north of Italy)



Asahi | Asahi Canada

DON'T DRINK AND DRIVE

PERONI TASTE CURVE



1. LIGHT AND CLEAR APPEARANCE

Derived from the Nostrano Dell'Isola maize, drives anticipation of a light and refreshing taste

2. CRISP AND CITRUS AROMA

Provides a fresh and satisfying first sip

3. PLEASANT AND BITTER PEAK

Produced by high quality noble hops, creates a layered and multisensory experience which is never overwhelming

4. BALANCED AND DRINKABLE TASTE

High maize fermentation creates a light, refreshing mouthfeel and crisp taste that's not too sweet on the palate

5. QUICK AND DRY FINISH

The quality of the bitterness reduces any aftertaste – ensuring the finish is pleasantly clean and dry

PERFORMANCE TOTAL VOLUME PERONI 2008 - 2016 (CANADA)

