

Media Release
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ASAHI BEVERAGES NZ INTRODUCES PERONI NASTRO AZZURRO 0.0% TO SUPPORT GROWING MODERATION MOVEMENT AMONG KIWIS

Growing demand for low or no alcohol products has led Asahi Beverages NZ to launch new premium Italian Peroni Nastro Azzurro 0.0% into the New Zealand market. The launch of the no-alcohol beer is part of wider global activity and supports a regional goal for 30% of Asahi Beverages' New Zealand and Australian beer portfolio to be low, no, or mid-alcohol by 2025.

Asahi Beverages NZ CEO Andrew Campbell says half of Kiwis are already looking to moderate their alcohol consumption with a higher proportion of Gen Z consumers choosing to abstain from alcohol altogether.

"Our research shows more Kiwis are opting for alcohol-free beverages with moderation seen as a 'smart and healthy choice', especially by those in their 30s and 40s. And more people are turning to low or no alcohol drinks during what we term 'catch-ups'. This is when we catch-up or hang-out with friends over a drink. Our research indicates more Kiwis are enjoying beverages during these times with no or low alcohol content, but they've also indicated they don't necessarily want to abandon the flavour of full-strength beer altogether hence this launch."

Sales of beer containing under 1.15% ABV in New Zealand have grown 1116%** in the last five years and 40%*** of Kiwis are now drinking no or low alcohol beverages.

Campbell says Peroni Nastro Azzurro 0.0% has been specifically brewed to fulfil this growing demand while offering the same taste experience as its namesake Peroni Nastro Azzurro which is 5.1% ABV. The new beer also replaces Peroni's former no-alcohol offering - Peroni Libera 0.0%.



"Peroni's first no-alcohol beer, Peroni Libera, was launched in 2019," Campbell explains. "Since that time both the market and Peroni's brewing capability has substantially evolved. Peroni has new technology that allows its brewers to remove alcohol from the final product without impacting on the taste profile of this premium beer. Excitingly they have created a beverage that is much closer to the master brand than ever before across all aspects of the taste and sensory profile which is much more in line also with current consumer preferences."

The brewers at Birra Peroni in Italy used the same base recipe and ingredients to replicate the characteristic aroma and taste profile of Peroni Nastro Azzurro just without alcohol. And consumer testing has revealed *90% of tasters felt the flavour of Peroni Nastro Azzurro 0.0% matched that of 5.1% ABV Peroni Nastro Azzurro with its crisp and dry taste and flowery hoppy notes.

Asahi Group Holdings purchased Peroni in 2016 and the brand has grown in popularity among Kiwis since this time.

Peroni Nastro Azzurro 0.0% is available at supermarkets, retail stores and select bars and restaurants around the country from 4 July 2022. It is sold in six and 12 bottle packs at retail.

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**Concept Product Research MMR.*

*** The Brewers Association of NZ Report 2022*

**** NZ Alcohol Beverages Council 2021*

About Asahi Beverages NZ

Asahi Beverages NZ is part of Asahi Group Holdings Limited and proud producers and distributors of some of New Zealand's most loved beverages including Peroni Nastro Azzurro, Asahi Super Dry, Boundary Road Brewery (BRB), Carlsberg, Long White Vodka, Vodka Cruiser, Woodstock, Charlie's and Phoenix Organics. Based in Auckland, we're also proud distributors of premium wines including Penfolds, St Huberts and Wolf Blass. www.asahi.co.nz