


New/Expanded Distribution and Brand Key Learning



PASSPORT
Your Guide To Italy's #1 Beer!

How To Speak
'FLUID' ITALIAN



Peroni...
 Italy's #1 Beer

celebrate
ITALIAN HERITAGE
 month with
PERONI



LEAN ON PERONI...

FOR EXTRA PROFITS THIS OCTOBER!



SERVIN' UP SUCCESS

Return Questionnaire At Right To Receive A FREE Peroni Table Crumber

PLUS

Correct Entries Will Qualify For Other Great Prizes From Peroni!
 Fill Out Information On Reverse Side Of Questionnaire And Mail In Today!
 Grazie!

SERVIN' UP SUCCESS Questionnaire

Refer to your Peroni Passport to answer the questions below for your chance to win great prizes.

- Peroni rhymes with:
 a) Pony b) Bow-tie c) Birthday
- What year was Peroni first produced? _____
- Peroni was first introduced in the U.S. in _____
- Peroni is Italy's # _____ Beer!
- Peroni is a _____ bodied, golden _____ with a _____, well-balanced _____ taste
- Only the finest spring barley, _____ and water are used to brew Peroni
- Peroni contains _____ grams of fat and only _____ calories per 12 oz serving
- To satisfy your customer's appetite for a complete Italian dining experience, always offer award-winning _____ as the perfect accompaniment to any appetizer, entree or dessert order

Suggesting and selling Peroni Beer will increase your tips every shift.

PERONI

TASTE THE AUTHENTIC ITALIAN EXPERIENCE



ITALY'S #1 BEER

TAKE HOME THE "TASTES OF ITALY" TONIGHT!

FREE Recipe

Authentic Italian Made From Selected Ingredients