

PERONI X AUSTRALIAN OPEN 2022

PRESS
RELEASE

PERONI RETURNS TO MELBOURNE PARK

Peroni Nastro Azzurro is once again proud to be part of the world-class Grand Slam action, bringing true Italian style, passion and flair to the Australian Open with an incredibly exciting calendar of events and activities planned to celebrate the second year of the partnership. For the brand, 2022 is all about elevating life's moments and occasions with Peroni – whether it be on a seaside getaway, with friends and family at home or down at the Grand Slam Oval.

To celebrate the Tennis season, the Australian Open and our long-anticipated summer, Peroni are launching a range of incredible activations and initiatives, inviting fans to toast a Peroni together and enjoy the tennis in true style for 2022. The custom designed Peroni Aperitivo Bar will return to Grand Slam Oval, complete with delicious Aperitivo offerings and direct access to Rod Laver Arena, making it a premium destination for fans. The innovative space draws inspiration from classic Italian architecture with a crisp white palette and touches of the Peroni blue, creating a Mediterranean courtside at Melbourne Park. The activation embodies Peroni's Italian values of quality and craftsmanship, inviting fans to Live Every Moment and be served with style at the Australian Open.

Peroni is thrilled to partner again with some of Australia's top hospitality destinations, creating an immersive in-venue experience under the guise of beautifully tailored and bespoke installations. In collaboration with Sydney's House Bar at Barangaroo, Brisbane's iconic waterfront Riverbar, and Melbourne's own Garden State, Peroni has engaged with local artists, musicians and fashion stylists to uniquely dress each venue, amplifying the brands stylish and passionate presence across the summer period. Fans of the tennis can look forward to the refreshing Italian taste of Peroni on offer, paired with specially crafted Aperitivo offerings to elevate patrons' moments and occasions and of course, to soak up the Australian Open atmosphere.

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For fans celebrating the Australian Open with friends and family out and about, at home in backyards or around the television, Peroni has partnered exclusively with Dan Murphy's & BWS to elevate their at-home Aperitivo occasion. Tennis fans will have a chance to win a beautifully crafted Aperitivo box, complete with hand-selected and locally sourced food items, Peroni glassware, a sharing board & AO tennis ball with every Peroni case purchase from Dan Murphy's or receive a bonus Ecology serving-ware voucher to redeem online with every 6 or 24pk purchase from BWS.



A summer garden party will also be held at the stunning rural property, Stonefield's, the private resident of acclaimed landscape architect Paul Bangay, to further personify Peroni's Live Every Moment mantra. Complementing the spectacular Italian inspired gardens, a stunning summer menu has been designed by Joe Mammones Melbourne team, encompassing dishes from their 3 establishments, Bar Carolina, Il Bacaro and Marameo. Guests will enjoy Pranzo by Peroni alfresco style, in a moving feast that sees guests dine throughout the expansive gardens hand selected to complement Peroni.

#LIVEEVERYMOMENT #PERONINASTROAZZURRO #PERONIAO #SERVEWITHSTYLE

We invite you to Live Every Moment as Peroni serves with style at the Australian Open. Visit Peroni on Grand Slam Oval, at Melbourne Park, Monday 17th – Sunday 30th January 2022.



For further imagery
and quotes, please
contact:

Brooke Laurie
blaurie@3dm.com.au
0487 400 870