



## A STORY OF INSPIRATION

**Inspiration to create the first premium Italian beer came under the leadership of Carlo Peroni through a unique combination of the triumph of the SS Rex, which won the 'Nastro Azzurro' (Blue Riband) in 1933, the cultural richness of living in Rome, and the feeling of optimism and creativity that epitomised the 1960s.**

The SS Rex was the largest Italian liner ever built and in 1933 was the winner of the prestigious Nastro Azzurro trophy – a prize given to the ship that crossed the Atlantic in the shortest time. Since the SS Rex featured a theatre and a swimming pool surrounded by sand from the Amalfi coast, few expected the liner to match this luxury with power. The SS Rex therefore became a symbol of Italian excellence, superior craftsmanship, and the marriage of form and function – values that Italy has been exporting to the world ever since.

Carlo Peroni, born in Rome in 1911 and grandson of Francesco Peroni, the founder of Birra Peroni was inspired by the SS Rex. Surrounded by a world of cultural change, Carlo led the creation of the first Italian premium lager. A beer which like the SS REX in the 1930s, and other great brands from the 1960s, was a symbol of Italian excellence and superior craftsmanship that travelled the world spreading and celebrating Italian style.

Peroni Nastro Azzurro was born in 1963, intended for a more discerning customer with its unique Italian taste.