

Press release



All the style of Peroni Nastro Azzurro now available in the off-trade

Bogota, December 4th, 2006. Due to its increasing demand, Bavaria, Colombia's leading beverage producer, today announces the introduction of **Peroni Nastro Azzurro**, a jewel in SABMiller's international premium brand portfolio, into select off-trade outlets in Bogota and Medellín. The number one premium Italian beer will also be available to consumers in Cartagena for the first time.

Following **Peroni Nastro Azzurro's** stylish launch in Bogota in mid-September, the premium Italian beer is now available for consumers looking to share its cool, crisp, refreshing taste with their friends and family when entertaining at home. Initially listed in high end bars and restaurants in Bogota and Medellín, **Peroni** will now be sold at special sales points in select off-trade outlets at a recommended retail price of around COP\$2.000 per bottle.

In addition to off-trade availability in Bogota and Medellín, **Peroni** will shortly be introduced to Cartagena, signifying the brand's growing popularity with urban Colombian consumers.

New marketing activity which will take place on the streets of Bogota and Medellín is also expected to take the nation by storm. To heighten the brand's visibility in fashionable high traffic areas, six **Peroni**-branded Mini Coopers will cruise around Bogota and Medellín hotspots such as Parque de la 93, Zona Rosa, Zona G, Usaquén and Parque Lleras. Terrazza **Peroni** in Bogota, the exclusive club where discerning beer lovers gather each weekend to indulge in Italian style, will continue to operate over the festive season.

Mauricio Leyva, Bavaria's marketing vice-president, commented:

“The success of the **Peroni Nastro Azzurro** launch in Colombia has exceeded all our expectations, forcing us to accelerate the importation of the beer. We received feedback from our consumers that they wanted the option of enjoying **Peroni's** style at home and hoped to add it to their regular shopping list. We felt that the run-up to the festive season would be the perfect time to increase **Peroni's** availability nationwide.”

Brewed in Italy for over 40 years, **Peroni Nastro Azzurro** is the number one premium Italian beer brand worldwide. **Peroni** is imported to Colombia from SABMiller's brewery in southern Italy and is currently sold in a stylish 330 ml bottle.

***Bavaria S.A.** is Colombia's leading beverage company. Its brands **Águila**, **Águila Light**, **Póker**, **Costeña**, **Pilsen**, **Club Colombia**, **Brava**, **Costeñita**, **Pony Malta**, **Agua Brisa**, **Tutti Fruti**, **Malta Leona**, **Cola y Pola**, are leaders in Colombia.*

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