



Media Release
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Somersby and Peroni bring European flare to 2021 Lexus Urban Polo

The first-time pouring of Somersby cider and premium beer brand Peroni Nastro Azzurro at the 2021 Lexus Polo this weekend is expected to bring an additional touch of European flare (and freshness) to thirsty patrons.

It's the first time the two leading European brands have supported the prestigious sporting occasion taking place in the Auckland Domain on Saturday.

Jono Mar, brand manager at Asahi Beverages NZ, which markets both premium products, says a newly-created Somersby Garden will be filled with chilled music and chilled fruit-based Somersby ciders while Peroni Nastro Azzurro will be served in the main bar for polo-goers to enjoy.

"We're excited to be showcasing Somersby, the number one selling cider to patrons at the polo and Peroni which will bring a touch of true Italian flair and finesse to an already international event."

Urban Polo's managing director, Simon Wilson says he's delighted to have Somersby and Peroni as part of the polo experience this year adding they're both perfect reflections of the event.

"The Lexus Urban Polo is all about the promenade, that uniquely European notion of seeing and being seen and what better way to experience that than with a refreshing beverage in hand."

Somersby and Peroni join existing beverage partners' Perrier-Jouët, Two Rivers and No Ugly at this weekend's event.

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