

Peroni party in Parkhurst







A small part of Johannesburg transformed into Italy for a day, as part of an innovative and unusual experiential marketing initiative by Peroni Nastro Azzurro. Parkhurst residents recently had the unique opportunity to experience genuine Italian cuisine and savour the Italian taste of Peroni without leaving their neighbourhood. Peroni embodies pure Italian style and this event epitomised all elements of Italy.

This is the first time an event of this nature has been organised in South Africa. More than 4000 people visited the closed-off section of 4th Avenue to participate. Fine Italian food and Peroni beer complimented all area's of the event while visitors were entertained by Italian models and live music.

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