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Corona Cero and Lima Fruit Vendors Collaborate for Unique Non-Alcoholic Beer Experience

Partnership transforms fruit carts with solar panels and refrigeration, promoting Corona Cero while modernizing vendors' services.

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In Lima, a unique collaboration is taking place between Corona Cero, a non-alcoholic beer by Backus, and local fruit vendors. This summer, they launched an initiative called "Fruit Cart Bar," which transforms street fruit vendors into key players in promoting Corona Cero. This partnership aims to create new consumption opportunities for their target audience by offering a refreshing experience with a non-alcoholic beer. The absence of alcohol allows for public consumption without restrictions.

In return for their participation, the fruit vendors received significant upgrades to their carts. These enhancements include refrigeration equipment, solar panels, and a bar area where customers can sample fruits and enjoy a Corona Cero with freshly cut lime. The solar panels, initially intended to power the refrigeration units, also help vendors with daily needs. They can now charge their phones, accept card payments through a POS system, and provide a more comprehensive service to their customers. This digital transformation is complemented by a new look for the fruit carts, reflecting the natural and fresh image of the brand.

The fruit vendors, now acting as Corona Cero ambassadors, continue their daily routines, moving around the city and positioning themselves in well-known spots. This initiative strengthens Corona Cero's commitment to innovation and building a closer relationship with consumers by offering the experience of a 0.0% alcohol beverage.

Sebastian Palacio, Global & Local Premium Brands Director of Backus, emphasized the authenticity of the experience. He stated that the initiative not only brings the freshness of their non-alcoholic beer to more people but also supports a positive transformation for Lima's fruit vendors. By providing tools that modernize their work and enhance their service, this partnership represents a natural union between the brand and those who share their vision of freshness and responsible enjoyment of summer.

Through this proposal, Corona Cero and Backus reaffirm their dedication to innovation and positive community impact. They offer an experience that blends technology, tradition, and convenience, all while maintaining the natural freshness and flavor of a 0.0% alcohol beer.