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# Corona Cero Partners with Lima Fruit Vendors for Innovative Non-Alcoholic Beer Experience

Fruit carts equipped with solar panels and cooling systems offer Corona Cero tastings, enhancing vendor services and customer convenience.

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This summer, Corona Cero, a new non-alcoholic beer from Backus, is launching an innovative initiative called "Fruit Cart Bar." This strategic partnership involves street fruit vendors in Lima, making them central to the Corona Cero experience. The

collaboration aims to create new consumption opportunities by offering a refreshing moment with a non-alcoholic beer, which can be enjoyed in public spaces without restrictions.

In return for their participation, the fruit vendors received significant upgrades to their work equipment. Their carts are now equipped with cooling systems, solar panels, and even a bar for customers to sample fruits and enjoy free tastings of Corona Cero with freshly cut lime. The solar panels, initially intended to power the cooling equipment for the beers, also allow vendors to charge their phones, offer card payments via POS, and provide a more comprehensive service to their customers. This digital transformation is complemented by a new look for the fruit carts, inspired by the brand's natural and fresh image.

The fruit vendors, now acting as Corona Cero ambassadors, continue their daily routines, moving around the city and positioning themselves at strategic locations where they are already known. These spots include Av. Alameda Sur at the intersection with Av San Marcos (Plaza Vea Los Cedros), Av. Defensores del Morro 1350 (Tottus Huaylas), and Malecon Grau near the intersection with Av. Defensores del Morro. Through this initiative, Corona Cero strengthens its commitment to innovation and building a closer connection with consumers by bringing the experience of enjoying a 0.0% alcohol beverage closer to them.

Sebastian Palacio, Global & Local Premium Brands Director at Backus, stated, "At Corona Cero, we believe in authentic experiences. With this initiative, we not only bring the freshness of our 0.0% alcohol beer to more people but also drive a positive transformation for Lima's fruit vendors by providing them with tools that modernize their work and enhance their service. It's a natural union between our brand and those who share our vision of freshness and responsible enjoyment of summer."

With this proposal, Corona Cero and Backus reaffirm their commitment to innovation and positive community impact. They offer an experience that combines technology, tradition, and convenience through the natural freshness and taste of a 0.0% alcohol beer.