



# PERONI SOUTH HOCKEY LEAGUE

Dear Members,

We are delighted to be sponsors of the Peroni "Nastro Azzurro" League in its 21st year, and offer our heartiest congratulations. Twenty one years of hard and competitive playing plus some of the best administration to be found in any sporting body has made the South League an organisation to be proud of. We are certainly proud to be sponsors.

Everything changes in time, and this year sees the extension, and may I say strengthening of this League by the inclusion of some fine first XI's formerly with the London Leagues. Many famous clubs will now add lustre to the League which we hope will grow in stature.

Another change you will note is on our beer label. "Nastro Azzurro" translated - Blue Ribbon - is now much more prominent, for reasons of marketing, but Peroni is still as good as ever and it is still our name.

We shall leave it to our hard drinking hockey players to grapple with the pronunciation of "Nastro Azzurro"!

Have a wonderful season!

**PETER BOIZOT MBE**

Chairman

Birritalia Limited