

LAUNCH DATE – 3/15/2021



BLUE MOON SHARE PACK

REASONS TO BELIEVE

NEW INDUSTRY STANDARD CAN PACKAGING
OFFERING VARIETY OF FLAVORS THAT PERFECTLY
SHOWCASE BLUE MOON'S CRAFTMANSHIP

- (6X) BELGIAN WHITE—5.4% ABV
- (3X) MANGO WHEAT—5.4% ABV
- (3X) HONEY DAZE—3.9% ABV

SKUs

PRICING GUIDANCE: PRICE CONSISTENTLY WITH
CURRENT SHARE PACK

PLACEMENT: NATIONAL CRAFT

SHELF LIFE: 26 WEEKS

SECONDARY



12PK 12 OZ INDUSTRY
STANDARD CAN