

Blue Moon LightSky

<p>Brand Story / History</p> <p>A new light and refreshing wheat beer from Blue Moon, brewed with real tangerine peel for a lighter, exceptional taste at only 95 calories. Perfectly balanced and crisp, this beer will bring new drinkers to the brand, as well as unlock new consumption occasions and high velocity in existing occasions.</p>	<p>Nutritionals – IBU – SRM</p> <table border="1"> <tr> <td> <ul style="list-style-type: none"> Calories: 95 ABV: 4.0% IBUs: 10 </td> <td> <ul style="list-style-type: none"> Carbs: 3.6 (grams) Protein: 1.0 (grams) </td> </tr> </table>	<ul style="list-style-type: none"> Calories: 95 ABV: 4.0% IBUs: 10 	<ul style="list-style-type: none"> Carbs: 3.6 (grams) Protein: 1.0 (grams)
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<p>Brand Facts</p> <ul style="list-style-type: none"> The #1 new beer brand in the US in 2020 Great flavor and quality people expect from Blue Moon 95 Calories 4.0% ABV Lighter body wheat beer Brewed with real tangerine peel Authentic citrus fruit aroma and taste <p>• Daytime drinking occasions, street tacos, chicken skewers, summer salads</p>	<p>Sensory Information (AATMF) – Video</p> <p>APPEARANCE: Light golden, with a slight haze and pillowy white foam</p> <p>AROMA: Bright citrus notes of tangerine highlighted by tropical mango and pineapple hop notes, underlined by freshly baked bread and honey</p> <p>TASTE: Flavorful and perfectly balanced, with a subtle bitterness countered by a touch of malt sweetness</p> <p>MOUTHFEEL: Light and easy drinking, with a brisk effervescence</p> <p>FINISH: Crisp and refreshing, with a lingering hint of tropical fruits</p>		
<p>Brand Style – Malt – Hops</p> <ul style="list-style-type: none"> Style: Light Citrus Wheat Hops: Azacca Hops Malt: Moravian 2 Row, White Wheat, Briess Gold Pils Vienna 	<p>COT Priorities</p> <ul style="list-style-type: none"> 6 pack 12 oz slim can, 12 pack 12 oz slim can, 4 pack 16 oz 		

