

# Blue Moon

## Non-Alcoholic

## Belgian White



### BRAND STORY

For over 25 years, Blue Moon has brought its bright, sessionable, and always approachable flavor to Craft... This year, we're bringing the bright side to the Non-Alcoholic Category.

Blue Moon Non-Alcoholic Belgian White is bursting into NA Craft with our flagship Belgian Style Wheat Brew. We're bringing our signature vibrant color and juicy sessionability to the NA Aisle - it's the same great flavor for any occasion.

### BRAND FACTS

- Blue Moon Belgian White is America's #1 Craft Beer, and we're bringing our Trusted Craft Credentials to NA Beer
- Iconic and Unique Flavor Profile not widely available in NA
- Drive Incrementality to NA Beer with NEW dayparts and occasions

### PRODUCT SPECIFICATIONS

- **STYLE:** Non-Alcoholic
- **COLOR:** Light Golden
- **CALORIES:** 80
- **CARBS:** 17g
- **CARBONATED**
- **ABV:** <0.5%

### TASTING NOTES

#### Non-Alcoholic Belgian White *Belgian Style Wheat Brew*

**A** balanced and refreshing wheat Brew.

**A:** Light golden pour and slight haze.

**A:** Distinct citrus character and just a hint of spice.

**T:** Slightly sweet and slight bite.

**M:** Creamy mouthfeel.

**M:** Crisp and bright finish.