

CELEBRATE RESPONSIBLY®

©2024 BLUE MOON BREWING COMPANY, GOLDEN, CO • FLAVORED ALE
Per 12 oz.: 95 cal, 3.6g carbs, 1.1g protein, 0g fat

BREWED TO BRIGHTEN

MADE **BRIGHTER™**



ESTD. 1991
BLUE MOON BREWING CO.

BLUE MOON

LIGHT
— CITRUS WHEAT —

BRIGHTLY
REAL
TANGERINE
PEEL
BREWED WITH

95
CALORIES



BRAND STORY

A light and refreshing wheat beer from Blue Moon Brewing Company, 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.

BRAND FACTS

- Brewed with great quality and flavor people expect from Blue Moon Brewing Company
- Lighter body wheat beer
- Brewed with real tangerine peel
- Authentic citrus fruit aroma and taste



12pk 12oz
Slim Cans



6PK 12oz
Slim Cans



19.2 OZ Cans

PRODUCT SPECIFICATIONS

- **STYLE:** Light Citrus Wheat
- **Color:** Light golden, with a slight haze and pillowy white foam
- **CALORIES:** 95
- **CARBS:** 3.5g
- **ABV:** 4%
- **PROTEIN:** 1.g
- **IBUs:** 10

TASTING NOTES

AROMA

Bright citrus notes of tangerine highlighted by tropical mango and pineapple hop notes, underlined by freshly baked bread and honey

TASTE

Flavorful and perfectly balanced, with a subtle bitterness countered by a touch of malt sweetness

MOUTHFEEL

Light and easy drinking, with a brisk effervescence

FINISH

Crisp and refreshing, with a lingering hint of tropical fruits

NEW Packaging
New Name