

LAUNCH DATE: 2/1/2020



REASONS TO BELIEVE

THE #1 NEW BEER ITEM IN THE US IN 2020

#1 and #3 GROWING CRAFT SKUS

- Great flavor and quality people expect from Blue Moon
- 95 Calories
- 4.0% ABV
- Premium ingredients - brewed with real tangerine peel

PRICING GUIDANCE: LINE PRICED WITH BLUE
MOON BELGIAN WHITE

PLACEMENT: NATIONAL CRAFT

SHELF LIFE: 26 WEEKS

SKUS

- 6 Pack 12oz Slim Can
- 12 Pack 12oz Slim Can
- 4 Pack 16oz Can

Blue Moon LightSky

Brand Story / History 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.	
Brand Facts	- 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
	Daytime drinking occasions, street tacos, chicken skewers, summer salads
Brand Style – Malt – Hops	
	- Style: Light Citrus Wheat - Hops: Azacca Hops - Malt: Moravian 2 Row, White Wheat, Briess Gold Pils Vienna

Nutritionals – IBU – SRM	
- Calories: 95 - ABV: 4.0% - IBUs: 10	- Carbs: 3.6 (grams) - Protein: 1.0 (grams)
Sensory Information (AATMF) – Video	
APPEARANCE: Light golden, with a slight haze and pillowy white foam 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	
COT Priorities	
6 pack 12 oz slim can, 12 pack 12 oz slim can, 4 pack 16 oz	

