

Introducing Moon Haze, a gold medal winner at the 2020 Great American Beer Festival® for best Juicy or Hazy Pale Ale



5.7% ABV
30 IBU
~175 calories/12oz

- Moon Haze is an easy drinking hazy that leans into Blue Moon's equities
- Brewed with dried whole oranges to infuse the flavor into the beer, creating a delicious, juicy flavor and bright color.
- **GOLD** medal at the 2020 Great American Beer Festival® for Best Juicy or Hazy Pale Ale.
- Recognition of Blue Moon's continued leadership in Craft

Moon Haze Brand Fact Sheet

Brand Story Blue Moon is the largest craft brand and has been around for 25 years, and we have high ambitions to continue our leadership. As the craft landscape continues to evolve, we must expand our offerings beyond wheat beers, into growing and approachable craft styles that Blue Moon has a right to play in. In particular, the hazy category is on fire, and has doubled in volume year over year. Introducing Moon Haze. Moon Haze won gold at the 2020 Great American Beer Festival® for best hazy/juicy pale ale. It is an approachable, easy drinking hazy that leans into Blue Moon's equities.		Brand Style – Hops - Malt Style: Hazy juicy pale ale Hops: Galaxy, Sultana, Loral, Talus, Pink Boots Malt: pale, wheat, oats, acidulated, bonlander	
Brand Facts • Moon Haze is an easy drinking hazy that leans into Blue Moon's equities. • Moon Haze won gold at the 2020 Great American Beer Festival® for best Juicy/Hazy Pale Ale. • Earned a BASES crowd-pleaser rating, the same high score that LightSky earned! • Brewed with dried whole oranges to infuse the flavor into the beer, creating a delicious juicy flavor and bright color.		Nutritionals – IBU - SRM Calorie: 180 Carbs: 15.1 ABV: 5.7% IBUs: 30 SRM: 4	
SKUs • 6pk 12oz IS can • 12pk 12oz IS can * Available year-round!		Sensory: Appearance: Deep Hazy Straw with thick frothy head. Aroma: Heavy citrus tropical with notes of orange, pineapple, mango, and the whisper of coconut. Taste: Juicy orange, tropical, coconut. Mouthfeel: Oats and wheat lend to a slightly sweet, silky, creamy experience. Finish: smooth with a touch of astringent bitterness to finish.	

