



BLUE MOON BEVERAGE COMPANY... Brewers of refreshingly bright, well-crafted beers. We started with our famous Belgian White. But there's more to Blue Moon than one beer. Because we want to make every beer moment, a little **brighter**

BRAND HIGHLIGHTS

- #1 Selling Craft Brand
- BLUE MOON has #1 in Buyer Loyalty among National Craft Brands
- Introducing BRIGHT FLAVOR to the craft beer category
- Brewed with Valencia orange peel for a subtle sweetness and smooth finish

PRODUCT SPECIFICATIONS

- **STYLE:** Belgian- Style Wheat Ale
- **CALORIES:** 168
- **CARBS:** 14.1g
- **ABV:** 5.4%
- **PROTEIN:** 1.9g
- **SRM:** 6
- **IBUs:** 9.8
- Made with **Valencia Orange Peel, Pale and White Wheat Malts, and Oats**

SKU OPTIONS



Kegs

9wk Shelf- Life
½ BBL 1/6 BBL



Cans

26wk Shelf- Life
6pk, 12pk, 15pk,
19.2oz single
16oz single



Bottles

26wk Shelf- Life
12pk, 6pk



BRAND STORY

Blue Moon Brewing Company was born in Denver's baseball stadium, Coors Field, in 1995. We started with Blue Moon Belgian White Belgian style Wheat Ale, one of the first wheat ales in the United States. Blue Moon Belgian white is an unfiltered wheat ale brewed with Valencia orange peel which provides a subtle sweetness and smooth finish. As a final touch, we add our iconic orange wheel garnish to help accentuate the citrus aroma in our beer

BRAND FACTS

- Blue Moon Belgian White is America's #1 Craft Beer
- An unfiltered wheat ale brewed with Valencia orange peel for a subtle sweetness and smooth finish
- Imagined in Belgium and crafted in Denver in 1995
- One of the first Belgian-Style Wheat Ales in the United States

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TASTING NOTES

AROMA

Zesty orange fruitiness with a light spicy wheat aroma

TASTE

Crisp, tangy, sweetness

MOUTHFEEL

Creamy body

FINISH

Slow finish of coriander and orange spiciness



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BRAND HIGHLIGHTS

- #1 Selling Craft Brand
- BLUE MOON has #1 in Buyer Loyalty among National Craft Brands
- Introducing BRIGHT FLAVOR to the craft beer category
- Brewed with Tangerine peel for a subtle sweetness and smooth finish

PRODUCT SPECIFICATIONS

- **STYLE:** Light Citrus Wheat
- **CALORIES:** 95
- **CARBS:** 3.6g
- **ABV:** 4%
- **IBUs:** 10
- **PROTEIN:** 1.g
- Made with real Tangerine peel

SKUs

26 week shelf-life



12pk 12oz
Slim Cans



6PK 12oz Slim
Cans



19.2 OZ Cans



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

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

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BRAND HIGHLIGHTS

- #1 Selling Craft Brand
- BLUE MOON has #1 in Buyer Loyalty among National Craft Brands
- Top 10 selling beer at our Blue Moon RiNO brewery in Denver, CO.
- Brewed with ripened mangos

PRODUCT SPECIFICATIONS

- **STYLE:** Fruit
- **CALORIES:** 175
- **CARBS:** 15.7g
- **ABV:** 5.4%
- **PROTEIN:** 2.1g
- **SRM:** 4
- **IBUs:** 15
- **HOPS:** Northwest Hop with citrusy, fruity, and tropical notes
- **MALT:** Malted White Wheat, Honey Malt and Pale Malt

SKUs

26 week shelf-life



6PK 12OZ
ISCans





BRAND STORY

The inspiration for Blue Moon Mango Wheat came to our brewmaster on a visit to the beaches of Mexico where vendors sell freshly cut mangos-on-a-stick to enjoy under the warm tropical sun. He set out to brew a beer that was as refreshing and flavorful as the taste of those ripe mangos on the beach.

BRAND FACTS

- Blue Moon Belgian White is America's #1 Craft Beer
- #2 Best selling beer at our Blue Moon RiNO brewery in Denver, CO
- GABF Silver Medal 2016- Fruit Wheat Beer
- Made with ripened mangos

PRODUCT SPECIFICATIONS

- **STYLE:** Fruit
- **COLOR:** Cloudy, yellow orange with a rich, white head
- **CALORIES:** 175
- **CARBS:** 15.7g
- **ABV:** 5.6%
- **PROTEIN:** 2.1g
- **SRM:** 4
- **IBUs:** 15
- **HOPS:** Northwest Hop with citrusy, fruity, and tropical notes
- **MALT:** Malted White Wheat, Honey Malt and Pale Malt

TASTING NOTES

AROMA	TASTE
Ripe mango, balanced with light biscuit maltiness, wheat and hints of honey	Ripe mango with a light amount of wheat and biscuity malt sweetness. Bitterness is low and balanced with slight clover honey sweetness
MOUTHFEEL	FINISH
Light medium body and mouthfeel	Mango notes and malt with clover honey sweetness quickly cleans up from the palate



— NON —
ALCOHOLIC



BLUE MOON NON-ALCOHOLIC... is bringing the bright side to Non-Alc Craft ...
We're taking Blue Moon's iconic flagship Beer into a Non-Alcoholic Brew, and staying true to our roots:
Made with real Valencia Orange Peel and Coriander

BRAND HIGHLIGHTS

- Bringing Trusted Craft Credentials to the NA Category
- BLUE MOON has #1 in Buyer Loyalty among National Craft Brands
- Introduce BRIGHT FLAVOR to the NA category
- Drive Incrementality to NA Beer by opening NEW Occasions and Dayparts

PRODUCT SPECIFICATIONS

- **STYLE:** Non-Alcoholic
- **COLOR:** Light golden in the pour with slight haze and full foam
- **CALORIES:** 80
- **CARBS:** 17g
- **CARBONATION:** Effervescent
- **ABV:** <0.5%
- Made with **Valencia Orange Peel, Coriander, and Oats**
- Contains Natural Flavors, Pale and Wheat Malts

LAUNCH DATE:

12/15/2023

PLACEMENT:

Adjacent to Athletic

PRICE GUIDANCE:

Price at parity to BMBW 6 Pks but never above Athletic

SKU

52 WEEK SHELF LIFE



6PK 12OZ ISC CAN



12PK 12OZ ISC CAN



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 session-ability 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 with a light golden pour and slight haze.

With its distinct citrus character, and just a hint of spice, Blue Moon Non-Alcoholic has a slightly sweet and slightly bitter taste, with a creamy mouthfeel and a crisp and bright finish

PRODUCT DETAILS	
STYLE	Non-Alcoholic
TARGET CONSUMER	21+ NA Drinkers/Open to NA Beer, BMBW Drinkers, and Craft Drinkers
MARKETS	National
NUTRITION PROFILE	80 calories /12oz, 17g carbs
ABV	<0.50% / 12oz
OSKU	6pk: 710514
PACKAGE DIMENSIONS/ WEIGHT	6pk: 7.78 IN x 5.13 IN x 4.84 IN; 5.09 LB
CASE DIMENSIONS / WEIGHT	6pk: 16.13 IN x 10.75 IN x 5 IN; 20.35 LB
UNITS PER PALLET	98
LAYERS PER PALLET	14
UNITS PER LAYER	7
SHELF LIFE	52 weeks
PRICING GUIDANCE	Price at parity to BMBW 6 Pks with ceiling to Athletic
PLACEMENT	Adjacent to Athletic



— NON —
ALCOHOLIC



Blue Moon Non-Alcoholic 6pk
Secondary



0-71990-00104-9



Blue Moon Non-Alcoholic 12oz
Primary



0-71990-00103-2

PRODUCT DETAILS

STYLE	Non-Alcoholic
TARGET CONSUMER	21+ NA Drinkers/Open to NA Beer, BMBW Drinkers, and Craft Drinkers
MARKETS	National
NUTRITION PROFILE	80 calories /12oz, 17g carbs
ABV	<0.5% / 12oz
OSKU	12pk: 712392
PACKAGE DIMENSIONS/ WEIGHT	12pk: 10.42 IN x 7.89 IN x 4.89 IN; 10.15 LB
CASE DIMENSIONS / WEIGHT	12pk: 15.77 IN x 10.42 IN x 4.89 IN; 20.3 LB
UNITS PER PALLET	98
LAYERS PER PALLET	14
UNITS PER LAYER	7
SHELF LIFE	52 weeks
PRICING GUIDANCE	Price at parity to BMBW 12 Pks with ceiling to Athletic
PLACEMENT	Adjacent to Athletic



— NON —
ALCOHOLIC



Blue Moon Non-Alcoholic 12pk Secondary



0-71990-00147-6



Blue Moon Non-Alcoholic 12oz Primary



0-71990-00103-2



Blue Moon Extra has the same great flavor as Blue Moon Belgian White - brewed with Valencia orange peel and coriander, now brewed bolder to 8% alcohol!

BRAND HIGHLIGHTS

- Iconic Belgian White Style, now at 8% ABV
- New news for the growing 19.2oz can format
- Scored Top Quintile interest from Blue Moon Drinkers, 2nd Quintile interest from 25-35 Beer drinkers and Latino Beer drinkers.

PRODUCT SPECIFICATIONS

- **STYLE:** High ABV Belgian White Belgian-Style Wheat Ale
- **APPEARANCE:** Radiant orange hue, unfiltered with a hazy allure.
- **CALORIES:** 104 per 5oz
- **CARBS:** 9.0g per 5oz
- **ABV:** 8%

LAUNCH DATE:

3/3/2025

PLACEMENT:

Adjacent to BMBW and BM Light 19.2oz and with other Craft beers

PRICE GUIDANCE:

At Parity w/ BMBW and BM Light 19.2oz

SKU

26 WEEK SHELF LIFE



19.2oz CAN



BRAND STORY

Blue Moon Extra has the same great flavor as Blue Moon Belgian White - brewed with Valencia orange peel and coriander, now brewed bolder to 8% alcohol!

BRAND FACTS

- Iconic Belgian White Style, now at 8% ABV
- New news for the growing 19.2oz can format
- Scored Top Quintile interest from Blue Moon Drinkers, 2nd Quintile interest from 25-35 Beer drinkers and Latino Beer drinkers.

PRODUCT SPECIFICATIONS

- **STYLE:** High ABV Belgian White Belgian-Style Wheat Ale
- **APPEARANCE:** Radiant orange hue, unfiltered with a hazy allure.
- **CALORIES:** 104 per 5oz
- **CARBS:** 9.0g per 5oz
- **ABV:** 8%

TASTING NOTES

- **Aroma:** Vibrant, fresh juicy orange burst mingles with a hint of spicy coriander. The bouquet is inviting and zesty, with a delicate whisper of vanilla.
- **Taste:** Rich bready notes intertwined with a burst of orange. Subtle warmth and spice dance on the back end. Malt sweetness complements the crisp profile, with a touch of noble hop character adding complexity.
- **Mouthfeel:** Full-bodied and velvety, with a slight effervescence enhancing the overall texture.
- **Finish:** Warm and spicy with a smooth transition to a crisp, clean finish. The orange and spice flavors gracefully linger, leaving a satisfying aftertaste.

PRODUCT DETAILS	
STYLE	High ABV Belgian White Belgian-Style Wheat Ale
TARGET CONSUMER	35-50 BM Drinkers; Growth: 25-35 Craft Drinkers, 21+ Latino Beer Drinkers
MARKETS	National
NUTRITION PROFILE	104 calories/5oz, 9.0g Carbs,
ABV	8% / 19.2oz
OSKU	711657
UNIT DIMENSIONS/ WEIGHT	2.595 IN x 2.595 IN x 7.405 IN; 1.3 LB
CASE DIMENSIONS / WEIGHT	10.438 IN x 7.875 IN x 7.438 IN; 16 LB
UNITS PER PALLET	135
LAYERS PER PALLET	9
CASES PER LAYER	15
SHELF LIFE	26 weeks
PRICING GUIDANCE	At parity with BMBW and BM Light 19.2oz
PLACEMENT	Adjacent to BMBW and BM Light 19.2oz

