

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

- 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

Food Pairings

- 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

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| <ul style="list-style-type: none">• Calories: 95• ABV: 4.0%• IBUs: 10 | <ul style="list-style-type: none">• Carbs: 3.6 (grams)• Protein: 1.0 (grams) |
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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

