

# INTRODUCING *LightSky* TROPICAL WHEAT

## REASONS TO BELIEVE

- Fastest Growing Brand in Craft
- Recruiting younger category drinkers looking for better-for-you options
- Opening new occasions for Blue Moon while adding incrementality to the category
- High Purchase Intent and Reach

## SKUs



**Citrus Wheat**  
12pk 12oz Can



**Citrus Wheat**  
6pk 12oz Can



**Citrus Wheat**  
4pk 16oz Can



**Tropical Wheat**  
12pk 12oz Can

## Launching

- January 31, 2022

## Pricing Guidance

- Parity with Blue Moon  
LightSky Citrus Wheat

## Shelf Life

- 26 weeks

## Placements

- With LightSky Citrus Wheat  
12pks



LAUNCH DATE: 2/1/2020



**PRICING GUIDANCE:** LINE PRICED WITH BLUE MOON BELGIAN WHITE

**PLACEMENT:** NATIONAL CRAFT

**SHELF LIFE:** 26 WEEKS



## 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

## SKUs

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

# Blue Moon LightSky Scan Sheet & Product Codes

Blue Moon LightSky	Primary	Secondary	Mother Carton
BLUE MOON LIGHTSKY 24 2/12 12OZ AL CAN SL CAR VTR 087800000768	 0 878763 8 087800000768	 0 71990 09592 5	 0 71990 09594 9

Blue Moon LightSky	Primary	Secondary	Mother Carton
BLUE MOON LIGHTSKY 24 4/6 12OZ AL CAN SL CAR VTR 087800000768	 0 878763 8 087800000768	 0 71990 09591 8	 0 71990 09593 2

Blue Moon LightSky	Primary	Secondary	Mother Carton
BLUE MOON LIGHTSKY 24 6/416OZ AL CAN IS CAR VTR 087800000744	 0 878743 4 087800000744	 0 71990 09595 6	 0 71990 09596 3

Blue Moon LightSky	Primary	Secondary	Mother Carton
BLUE MOON LIGHTSKY 24 6/416OZ AL CAN IS HIC TRY 087800000744	 0 878743 4 087800000744	 0 71990 09595 6	 0 71990 09596 3

Blue Moon LightSky	Primary	Secondary	Mother Carton
BLUE MOON LIGHTSKY ½ BBL STD KEG 071990095895	 0 71990 09589 5 071990095895	N/A	N/A

Blue Moon LightSky Tropical	Primary	Secondary	Mother Carton
BLUE MOON LIGHTSKY TROPICAL 24 2/12 12OZ AL CAN SL CAR VTR 087800000362	 0 878363 2 087800000362	 0 71990 00033 2	N/A