

## REASONS TO BELIEVE

- Gold medal at the 2020 Great American Beer Festival® for best Juicy or Hazy Pale Ale
- Hazy market is on fire, and as the leader in national craft we have a right to play as we innovate in growing and approachable craft styles
- Will recruit younger drinkers into our family of brands
- Taps into new occasions- overindexing in at home and relaxing occasions

## SKUs



12pk 12oz Cans



6pk 12oz Cans



1/2 BBL Keg



19.2oz Cans

## Launching

- 1/2 BBL Keg= February 1, 2022
- 19.2oz= April 1, 2022

## Pricing Guidance

- 1/2 BBL Keg= Belgian White  
1/2 BBL Keg
- 19.2oz= Leading National  
Craft 19.2oz

## Shelf Life

- 26 weeks

## Placements

- National Craft



# Blue Moon Moon Haze Scan Sheet & Product Codes

Blue Moon Moon Haze	Primary	Secondary
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**Blue Moon Moon Haze**  
24 2/12 12oz AL  
CAN IS CAR VTR



**Blue Moon Moon Haze**  
24 4/6 12oz AL  
CAN IS CAR VTR



**Blue Moon Moon Haze**  
1/2 BBL STD Keg



**Blue Moon Moon Haze**  
24 2/12 19.2OZ AL  
CAN IS CAR VTR

