

# THE BLUE MOON BELGIAN WHITE BELGIAN-STYLE WHEAT ALE STORY

At Blue Moon Brewing Company, we believe brewing is an art. And it's been that way since our head brewmaster and founder, Keith Villa, first created Blue Moon Belgian White Belgian-Style Wheat Ale.

After studying brewing in Belgium and earning his PhD from the University of Brussels, Keith returned to Colorado to craft ales inspired by classic styles, but with a twist. He brewed Belgian White, his interpretation of a Belgian Wit, using Valencia orange peel versus the traditional tart Curacao orange peel. This gave the beer a subtle sweetness instead of a bitterness. Then he added oats and wheat to create a smooth, creamy finish that's inviting to the palate. As a final touch, he garnished his beer with an orange slice to heighten the citrus aroma and taste.

Once the first batches were brewed, Keith held an informal tasting at the brewery. After a couple of sips, as luck would have it, an administrative assistant exclaimed, "Something this good only comes around once in a blue moon!" And with that, Blue Moon Belgian White and the Blue Moon Brewing Company was officially born.



## BRAND PERSONALITY

In essence, we are the Artfully Crafted® beer with an inviting twist. Our brand is approachable, intriguing, creative, and uplifting. We believe that brewing is an art, not just a science, and extra-special touches mean a lot to us and our consumers. If you were to imagine our brand as a person, we would be the creative brewmaster who relishes in the pleasant look of surprise he puts on people's faces.

## TARGET CONSUMERS

- Adult males and females, aged 21-34, who regularly drink Crafts and Imports.
- We also target consumers who drink Domestic Light beer and are willing to trade up to Blue Moon on the right occasion.

## Ingredients

<b>Malts and Specialty Grains</b>	Pale, White Wheat, Oats
<b>Hops</b>	Blend of Imported and Domestic
<b>Our Twist</b>	Valencia Orange Peel, Coriander
<b>ABV / IBUs</b>	5.4% / 9 IBUs
<b>Original Gravity</b>	13° Plato

## KEY SKUs

### Off-Premise

- ✓ 6-pack bottles
- ✓ 12-pack bottles/cans
- ✓ 4-pack 16oz. Cans (mid-Sept '12)

### On-Premise

- ✓ Draft (½ bbl, 1/6 bbl)
- ✓ 12-ounce bottles

# Tasting Profile

<b>Appearance</b>	Will appear cloudy because it's unfiltered for more depth of flavor
<b>Aroma</b>	You'll notice a zesty orange fruitiness with a light spicy wheat aroma.
<b>Taste</b>	The flavor starts crisp and tangy and ends with a coriander and orange spiciness. The Valencia orange peel gives a subtle sweetness to the beer.
<b>Mouthfeel</b>	The oats give the beer a nice creamy body, so it's not too thin.
<b>Finish</b>	Our Belgian White has a slow finish of coriander and orange spiciness.

## THE FINISHING TOUCH

Traditionally, Belgian wits are garnished with a lemon wedge. That's because they tend to be thin and tart, and the lemon helps accent these characteristics. But Blue Moon Belgian White is brewed with the sweet Valencia orange peel, not the tart Curaçao peel. So drinking our beer with an orange garnish is a really nice finishing touch. The garnish brings out the subtle sweetness in Blue Moon Belgian White\* by heightening the orange aroma and flavor. You could call it our exclamation point!

## POINTS OF DIFFERENTIATION

We have several key differentiators that are rooted in our heritage and brewing technique:

- Blue Moon Brewing Company takes classic styles of beer and adds inviting twists to make them unique. Many other brands just brew the classics.
- Blue Moon is the owner of the orange-garnish ritual, which is the point of difference between Blue Moon Belgian White and other craft beers.
- Our Blue Moon® Artfully Crafted® campaign features a handcrafted and artistic look that continues to reinforce the Blue Moon Belgian White brand positioning as a Unique,



## RETAILER BENEFITS

- Blue Moon Belgian White is the #1 Craft brand in the U.S. with a loyal following of drinkers.
- Blue Moon Belgian White is the fastest turning Craft 6- and 12-pack which drives more profit.
- Blue Moon Belgian White pairs well with a wide variety of foods making it an attractive beer to cross merchandise with to drive basket ring.

## SHOPPER AND CONSUMER BENEFITS

- High value and low risk purchase. Shoppers know and love the Blue Moon brand and know what to expect from the beer.
- Shoppers know Blue Moon Belgian White is enjoyed by many of their friends so they are more comfortable purchasing it for occasions.