MIDNIGHT MOON
Moonshakes
MOONSHINE
CREAM LIQUEUR

DING! ORDER UP.

What is a Moonshake?

An all American diner classic. We took moonshine and blended it with a rich vanilla cream!

Moonshakes initial flavors include fun, popular, and classic American flavors; Apple Pie, Cookies & Cream, Chocolate Brownie, (These flavors are NOT offered by other moonshine cream liqueurs) and includes a seasonal, Holiday Nog.

Why Moonshakes?

Midnight Moon Moonshakes tap into the moonshine consumer's growing desire for nostalgia and indulgence. There's nothing more nostalgic than the classic American diner or more indulgent than milkshakes.

Moonshine Category Update

- **Moonshine Category continues to grow!**
  + 6% NABCA/+8% Nielsen R52wks

- **Moonshine based creams are exploding with triple digit growth**
  +140% NABCA/+112%Nielsen R52wks

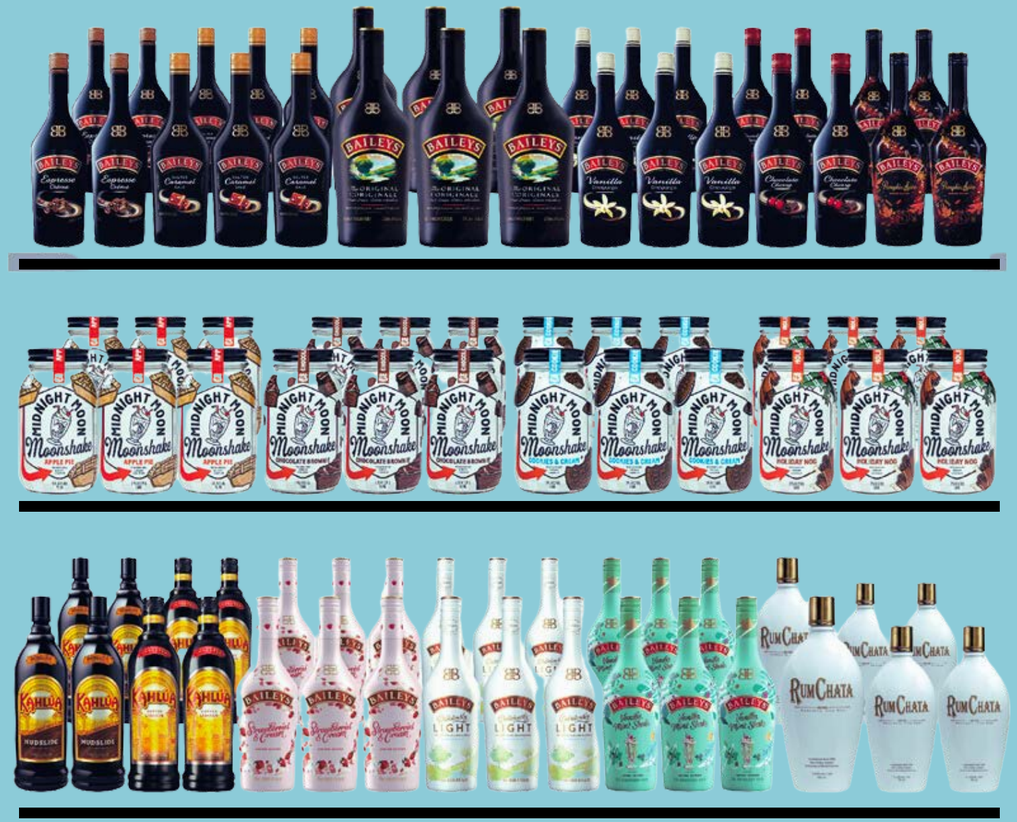
- **50ml size reflect 49% of total moonshine cream volume**

- **50mls have shown +260% growth during the last 12months**

- **Over 2 million units of moonshine creams sold in the last 52wks**

Packaging

- Classic Mason Jar
- Fun Irreverent Design
- Strong Flavor call out
- Dinner Classic vibe
- Moonshakes can live in both moonshine and cream section



Moonshakes Flavors/Sizes

- **Flavors**
  - **Cookies & Cream**
  - **Apple Pie**
  - **Chocoloate Brownie**
  - **Seasonal Holiday Nog**
- **Two Classic Sizes**
- **750ml- SRP $19.99- $21.99**
- **50ml SRP $2.99**
- **Please enjoy within 12 months of opening**

How to Enjoy

Moonshine consumers like to enjoy creams as part of multiple occasions including over ice, mixed in coffee, chilled & sipped from the jar, or blended in the perfect adult-milkshake.

Point of Sale Apple Pie

Header Card/Poster

Shelf Talker

Shelf Talker

4 Color shippers

Point of Sale: Cookies and Cream

Header Card/Poster

Shelf Talker

50ml Counter unit

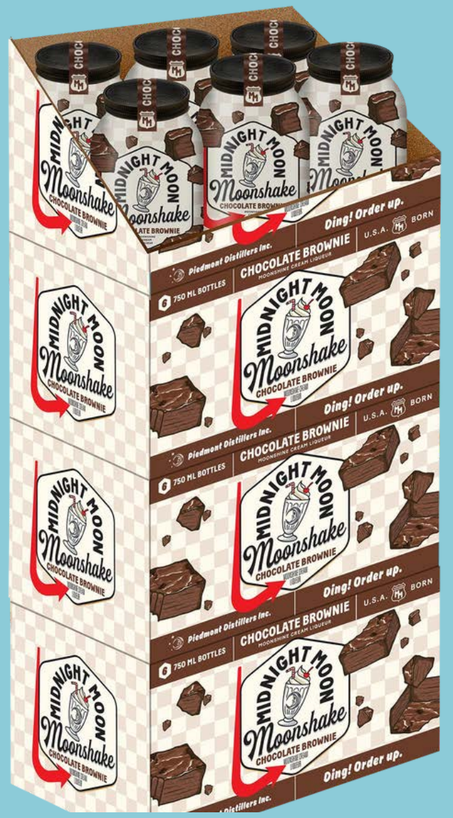
4 Color shippers

Point of Sale: Chocolate Brownie Fudge

Header Card/Poster

Shelf Talker

50ml Counter unit



4 Color shippers

Point of Sale-Holiday Nog

Header Card/Poster

Shelf Talker

4 Color shippers

Point of Sale cont.

3 case bins

Header Card/Poster

5 case rack

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