



Brand Overview



DING! ORDER UP.

MOONSHAKE FLAVORS - NOT ME-TOO FLAVORS



Only Apple
Pie cream

APPLE PIE



COOKIES & CREAM



CHOCOLATE BROWNIE



PEANUT BUTTER CUP

Midnight Moon Apple Pie Moonshake is reminiscent of fall with a delightful, caramelized apple and sweet baking spice flavor, blended with a kick of our moonshine and a mess of rich vanilla cream that will leave you begging for another slice. Just like Grandma used to make...but better.

Say a prayer for the ice cream man, because our Midnight Moon Cookies & Cream Moonshake is going to shake up the milkshake 'biz forever. The full flavor of crushed chocolate wafer cookies swirled with fluffy cream filling making this a down-home moonshine miracle.

Our Midnight Moon Chocolate Brownie Moonshake is like fresh-out-of-the-oven homemade brownies with the cakey-fudgy goodness we all know and love. A touch of warmth from our moonshine and soft rich vanilla creaminess makes this go down easy.

Your candy-filled dreams have become a reality with our new Midnight Moon Peanut Butter Cup Moonshake! This delightful treat starts with a base of velvety vanilla, creating a smooth and decadent foundation for swirls of creamy peanut butter and chocolatey goodness. A moonshine escape your taste buds will thank you for!

The Opportunity

- The Moonshake launch has been one of the BEST launches in the spirits industry in a very long time
 - We will easily sell over 100,000 cases in year 1
- The Moonshine Cream category is one of the only categories growing
- Consumers are loving our flavors as they tap into the Americana and Nostalgia trends that are driving growth in the industry
- Retailers are making full margins on both sizes (no low ball pricing)

INDUSTRY NEWS

BREAKING THE TREND: The Moonshine Cream Category is Experiencing Rapid Growth in the Spirits Industry!

Moonshine Creams are becoming increasingly popular among consumers, drawing in a new audience with its innovative and flavorful category.

According to Nielsen and NABCA data:

- The category has grown by over 100% and 80%, respectively
 - 750ML: Nielsen +60%; NABCA + 72%
 - 50ML: Nielsen + 132%; NABCA 150%



US Alcohol Industry's Worst Year Since 1991

The vast American liquor industry hasn't been in such poor shape for three decades.

Younger people aren't drinking as much as previous generations and that's rocking the alcohol industry.

Source: <https://link.edgepilot.com/s/7c3c1c16/J6w1BHZ0pkORRNYQWMUdgw?u=https://www.wine-searcher.com/>
W. Blake Gray
January 10, 2024

The alcohol industry in the US just finished its worst year since 1991, according to a leading analyst. A cafe/music club that I went to on Saturday night in Florida partly explains why.

Jon Moramarco is a partner and editor of the Gomberg Fredrikson Report, and he crunches a variety of official statistics to give quarterly webinars about the alcohol industry. Tuesday's was especially bleak. Americans are apparently buying less of everything alcoholic except for ready-to-drink cocktails.

"Apparently" is important to add because there are no true national measures of alcohol sales. Moramarco teases out the numbers from statistics from government agencies as well as from major distributors. His main stat on Tuesday was liquor entering distribution – in other words, wines and spirits.

And those numbers are terrible. Wine entering distribution was down 8.9 percent in 2023. Beer (including once-trendy hard seltzer) was down 5.6 percent. Spirits seem like a bright spot on the surface, but that's because RTD cocktails were up 30.5 percent. Remove all the canned Moscow Mules and traditional spirits like whiskey and vodka were down 9.1 percent.

Why Consider Another Cream?

- While the Cordials-Cream category is flat to minimal growth, Moonshine based creams are surpassing category trends with explosive growth
- Only “three” major players in the moonshine cream category - one of the hottest categories in the industry vs. “hundreds” of tequilas, vodkas, RTD’s
- 50mls make up 35%-45% of the moonshine cream category (varies by market)
- Over 6 million units of moonshine creams sold in the last 52 weeks
- The moonshine cream category is a profitable and hot category - retailers aren’t getting “low-balled” which allows you to make “full margins”
- Nostalgia and adult milkshakes dominate alcohol trends

The ‘90s Are Back in a Big Way: Nostalgic Beverages Drive C-Store Traffic

Nostalgia across generations
The ‘90s are back in a big way—millennials who grew up in the ‘90s and have faced a tumultuous introduction into adult life look back to their childhood as a time of fun and comfort. Of course, millennials aren’t the only age group that indulges in nostalgia — according to FONA International, **71% of U.S. consumers enjoy things that remind them of their childhood.**

CSP Daily News (6/27/23).

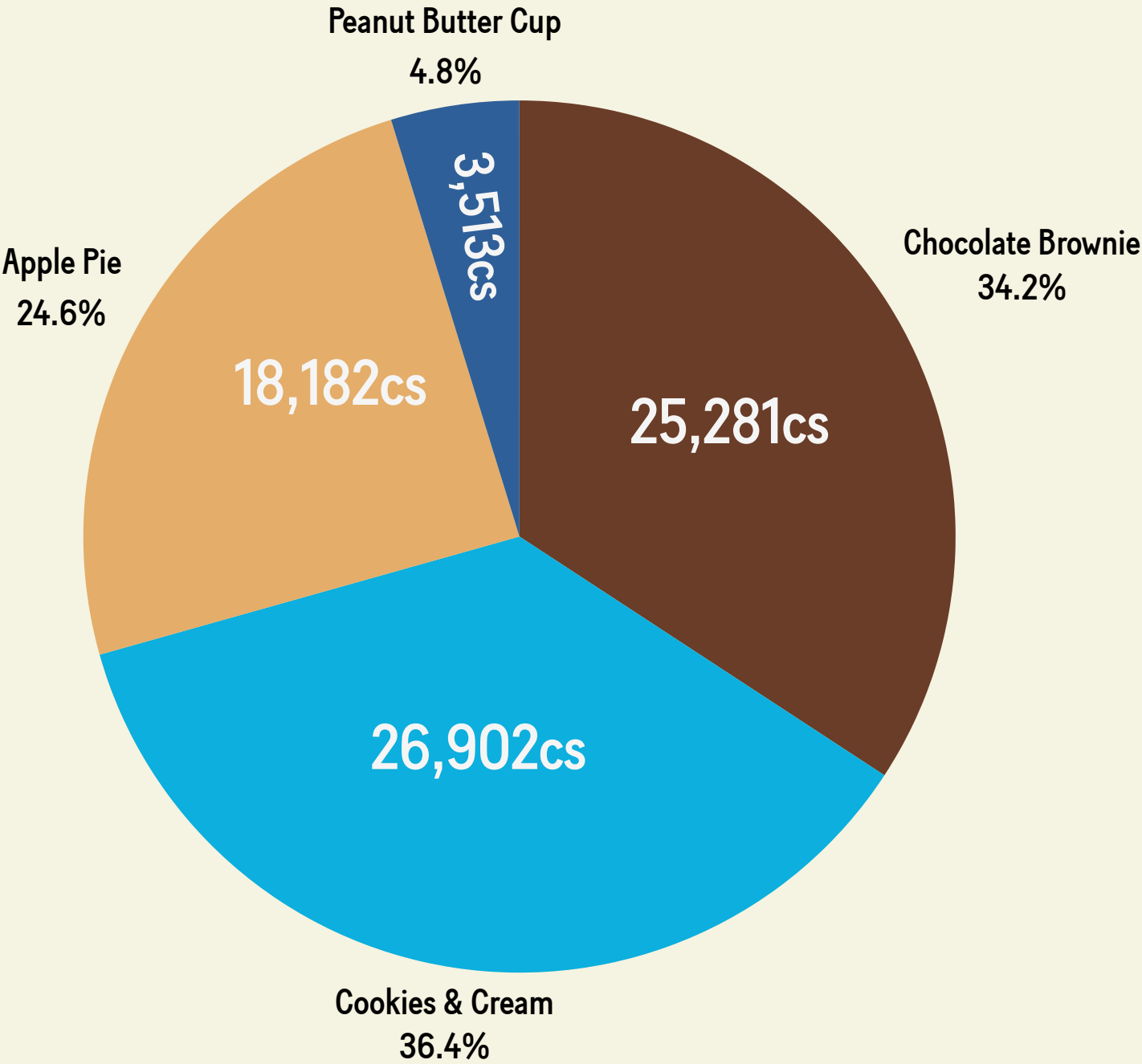
Boozy Ice Cream Is The Best Way To End The Summer Season This childhood treat just got an upgrade.

*Danger seconds this notion, adding that **nostalgia has sparked a return to classic sips and treats in general**, including a renaissance of classic cocktails like negronis, martinis, and sours, allowing customers to reminisce with their palate. As far as the trajectory of the ice cream cocktail trend, Danger predicts that we can expect more razzle-dazzle. “**I believe people will always be drawn to a spectacle when it comes to enjoying cocktails — they enjoy an over-the-top, luxurious experience, and ice cream in cocktails definitely fits that bill.**”*

The Zoe Report (8/15/23).

MOONSHAKE SUCCESS - SEPT 2023-JUN 2024 DEPLETIONS

- We launched the Moonshakes in 15 markets in 2023 with remaining markets launching Q1/Q2 2024
- We have had amazing success in only 10 months!
- Total of 76,180 cases (2,300cs of Holiday Nog)
 - Cookies & Cream 750ml - 16,589cs
 - Cookies & Cream 50ml - 10,313cs
 - Chocolate Brownie 750ml - 15,756cs
 - Chocolate Brownie 50ml - 9,526cs
 - Apple Pie 750ml - 10,894cs
 - Apple Pie 50ml - 7,288cs
 - Peanut Butter Cup 750ml - 2,018cs (Apr/May launch)
 - Peanut Butter Cup 50ml - 1,495cs (Apr/May launch)
- Size Mix: 750ml 61.3% / 50ml 38.7%



MOONSHAKES BY MARKET- SEPT 2023 - JUN 2024

CONTROL MARKETS

- North Carolina - 7,788cs
- Michigan - 7,511cs
- Mississippi - 2,568cs
- Iowa - 1,931cs
- Alabama - 1,494cs *
- Oregon - 955cs **
- New Hampshire - 730cs
- Ohio - 713cs * (min SKU's)
- Virginia - 500cs *** (OTB)
- Maine - 489cs
- Wyoming - 455cs (April)
- West Virginia - 318cs (special orders)
- Montana - 103cs (April)

13 Control States
represent 34% of
Total US Volume

OPEN MARKETS

- New York - 8,312cs (Metro Jan launch)
- Wisconsin - 5,711cs
- South Carolina - 3,597cs
- Arkansas - 3,361cs
- Florida - 2,612cs
- Connecticut - 2,595cs
- Kentucky - 2,571cs
- Georgia - 2,549cs
- Minnesota - 2,519cs *
- Tennessee - 2,232cs *
- California - 2,052cs
- Missouri - 1,987cs **
- Texas - 1,955cs ***
- Illinois - 1,785cs ***
- Massachusetts - 1,221cs
- New Jersey - 1,119cs *
- Maryland - 694cs *
- Colorado - 621cs **
- Delaware - 456cs *
- Nevada - 454cs
- Oklahoma - 432cs **
- Kansas - 368cs **
- Nebraska - 355cs
- Indiana - 309cs (April)
- Rhode Island - 302cs
- North Dakota - 218cs **
- Louisiana - 122cs (April)
- Alaska - 108cs (April)
- Washington - 6cs (May)

2024 Markets launched: * January; ** February, *** March

Over
76,180cs
depleted in
10 months!



CURRENT MOONSHAKE CHAIN SUCCESS



- The Moonshakes were launched during the worst time of the year (Sept-Dec 2023) and had Amazing Success
- Walmart partnership
 - Moonshakes are approved in 11 states and almost 1,000 stores (WI, IL, MI, FL, MO, WV,LA, KY, IN, MN, OH)



- Total Wine
- Forwards Convenience Store
- Walmart
- Meijer (DSD)
- Sunrise Markets (C-stores)



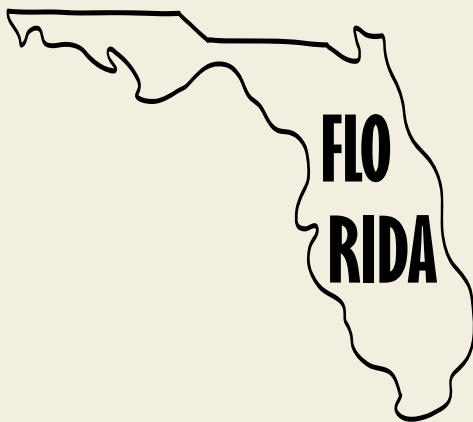
- Hy-Vee
- Piggly Wiggly
- Woodmans
- Festival



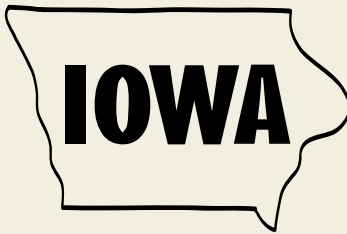
- Kroger
- Total Wine



- Total Wine



- ABC Fine Wine & Spirits
- Big Daddy's (Independent Chain)
- Total Wine



- Hy-Vee
- Fareway
- Caseys General



- Mr. Lee's (Independent Chain)



- Total Wine

Sales Market Data

Nielsen - Total US - 52 weeks 6.15.24

- **\$1.32M/153,039 units**
 - Chocolate Brownie 750ml - \$377,079/18,407 units
 - Cookies & Cream 750ml- \$375,992/18,264 units
 - Apple Pie 750ml - \$220,537/10,846 units
 - Chocolate Brownie 50ml - \$112,467/39,037 units
 - Cookies & Cream 50ml- \$105,347/36,206 units
 - Apple Pie 50ml - \$78,907/27,627 units
 - Peanut Butter Cup 750ml - \$2,911/136 units (NEW)

NABCA Data - R12 (May'24).

- **\$2.52M/407,525 units***
 - Cookies & Cream - \$944,255/154,879 units
 - Chocolate Brownie - \$789,043/126,170 units
 - Apple Pie - \$621,352/109,186 units
 - Peanut Butter Cup - \$85,115/16,636 units (NEW)

MI Meijer IRI Data - 26 weeks

- **\$166,057/8,308 units- 750ml's only (90 days)**
 - Chocolate Brownie - \$59,182/2,961 units
 - Cookies & Cream - \$55,712/2,787 units
 - Apple Pie - \$51,162/2,560 units



*Totals includes Holiday Nog

Packaging

- Classic Mason Jar
- Fun Irreverent Design
- Strong Flavor call out
- Diner Classic vibe
- Moonshakes can live in both moonshine and cream section
 - Two Classic Sizes: 750ml/50ml
 - 750ml SRP - \$18.99-\$21.99
 - 50ml SRP - \$2.99



CONSUMER PULL THROUGH PROGRAMMING

- In-store samplings (where legal)
- 3 case bins for 750's or 50's
- Pre-packed 50ml counter units (12pk)
- Displayable 4-color shippers
- Social Media Engagement/Awareness



DISPLAYABLE 4 COLOR SHIPPERS

3 CS BIN - HOLDS
750 OR 50MLS



50ML PRE-PACKED
COUNTER DISPLAY



MOONSHAKES PARTNERSHIP

- Brands in order of Priority
 - Cookies & Cream 750ml's and 50ml's
 - Chocolate Brownie 750ml's and 50ml's
 - Peanut Butter Cup 750ml's and 50ml's
 - We feel this will be one of our best sellers but we don't have history
 - Apple Pie 750ml's and 50ml's
- Display Opportunities
 - 3 case bin available for all stores (can hold 750ml or 50ml)
 - POS available to support additional store displays - case cards, posters, etc.

THE 50ML SIZE REPRESENTS 35%-40%
OF THE MOONSHINE CREAMS AND
DELIVERS GREAT MARGINS!

50ML'S FIT IN 3CS
DISPLAY BIN



LONG TERM PARTNERSHIP OPPORTUNITIES

CANDY CANE

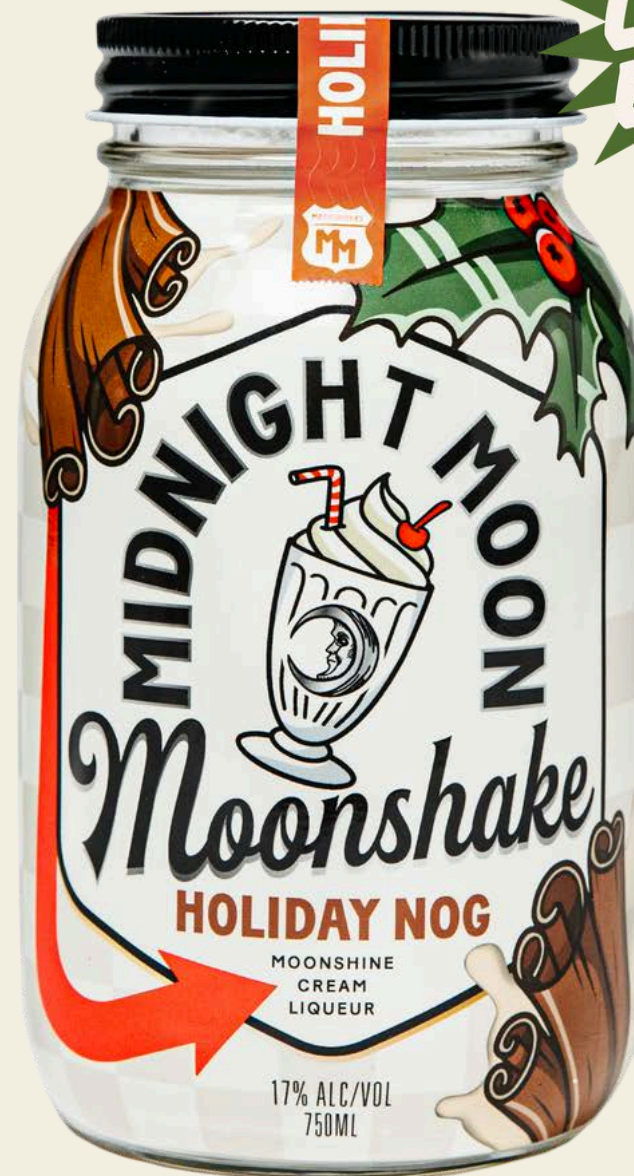


Moonshake Candy Cane 5x50ml

Contains one each:

- Apple Pie Moonshake 50ml
- Chocolate Brownie 50ml
- Cookies & Cream 50ml
- Peanut Butter Cup 50ml
- Holiday Nog 50ml

Available in 2025



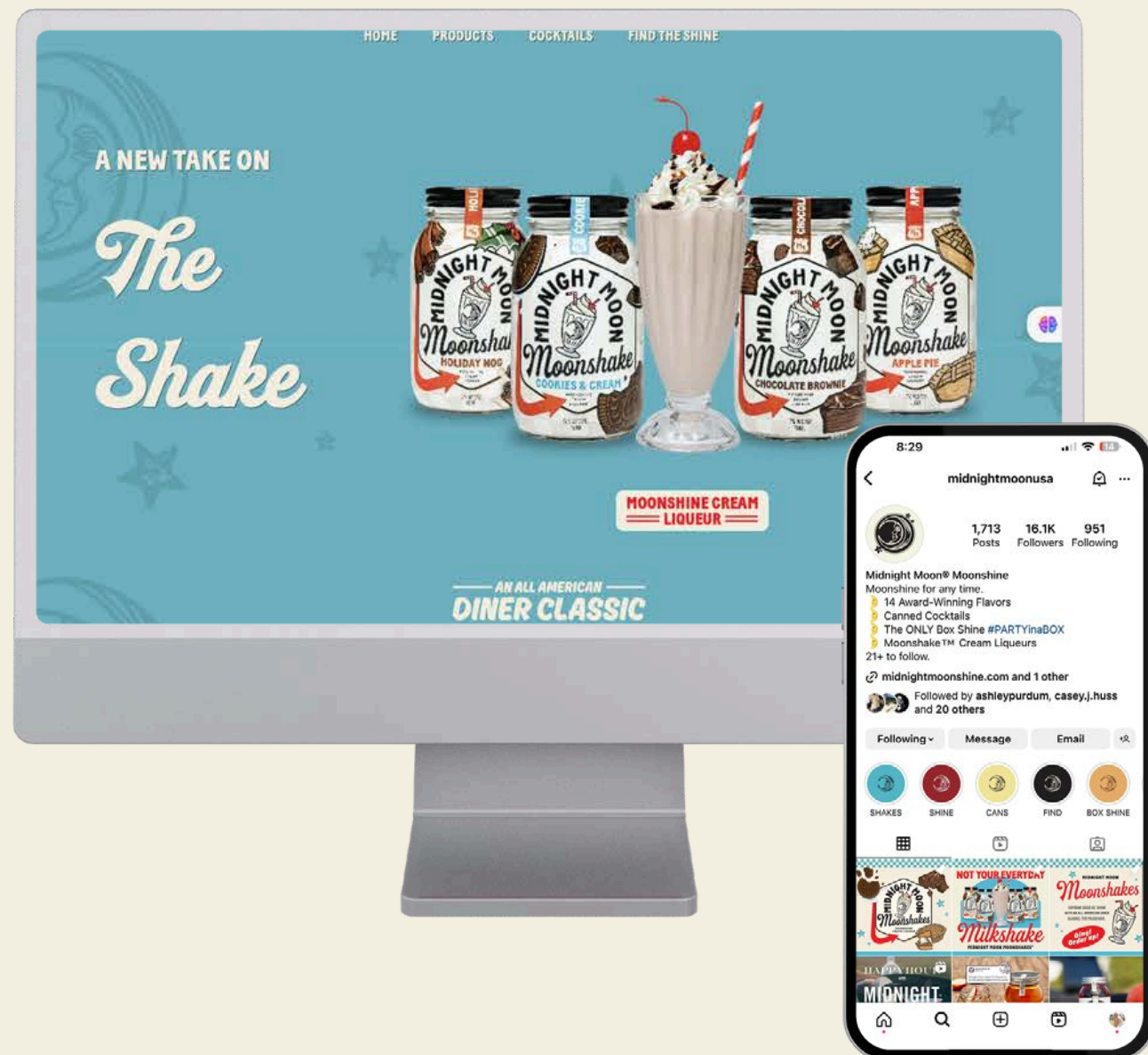
Limited
Edition

HOLIDAY NOG

Nothing says holiday cheer like our signature yuletide spirit, a jar of Midnight Moon Holiday Nog Moonshake. Deck the halls with a fresh jar for a silken vanilla cream treat spiced with hints of nutmeg and cinnamon. The subtle moonshine kick will warm you better than any fireside cheer could.



Official Channels



WEBSITE



midnightmoonshake.com

SOCIAL MEDIA



[@midnightmoonusa](https://www.instagram.com/midnightmoonusa)



facebook.com/midnightmoonusa



[@midnightmoonusa](https://twitter.com/midnightmoonusa)



[@midnightmoonusa](https://www.pinterest.com/midnightmoonusa)

HASHTAGS

#Moonshake #MidnightMoonMoonshake #MakeltAMoonshake
#ANewTakeOnTheShake #DingOrderUp #NotYourEverydayMilkshake

BRAND OVERVIEW

FAQ

- **What is the proof?**
 - 34 proof abv/17% alc
- **Do Moonshakes Expire?**
 - Unopened jars last 18 months from date of bottling
 - Open jars should be refrigerated and consumed within 1 year
- **Are Moonshakes lactose free?**
 - No, they are made with cream
- **Do Moonshakes freeze?**
 - Yes, it will eventually fully freeze, but all depends on the temp of freezer



DING! ORDER UP.

