



Life Tastes Better Under The  
**CRAZY MOON**



**“Great beer brings good people together.”**

*- John Lord, Co-Founder, Crazy Moon Brewing*



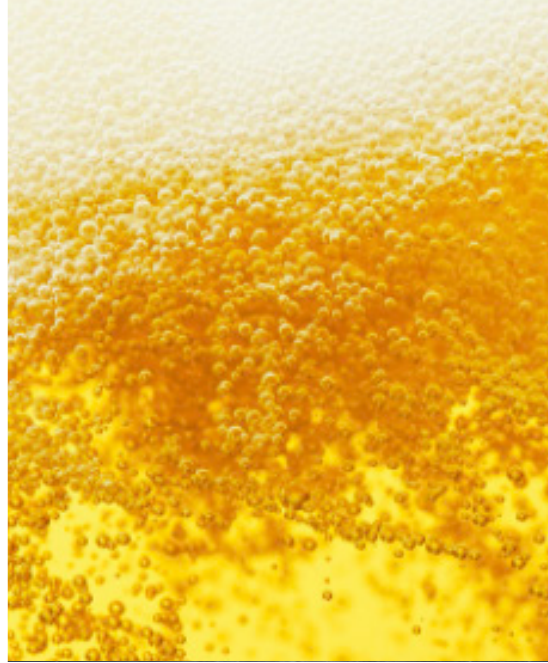
# The Thinking Behind The 'Moon

**A CLASSIC CRAFT BEER IN EVERY CAN**

- Popular, easy-to-drink styles from around the globe
- All hand crafted in San Pedro Cholula
- Create quality premium product at an affordable price
- A great time every time.



# THE CRAZY MOON BRAND





## WHY CLASSIC STYLES?

Under a Crazy Moon is how some of the best things get done. More than one "expert" told us, "Crafting the world's most-loved beer styles here in Mexico?"

That's crazy.. Yes, we did that and it's all working. Crazy, right?

No stunt beers, no hop-heavy

beasts, no mango/cucumber stouts. Just

new versions of great styles people already love.





# The Astronaut

## EVERYONE'S FRIEND

Sitting on a keg of Crazy Moon beer, The Astronaut knows how to fill up downtime. If you ask The Astronaut which Crazy Moon beer is the best, The Astronaut will say, "The one I'm drinking right now!"





**JOHN & ALMA LORD**



## LIVING A BRAND

With the belief that Mexico could compete with the world's best craft beers, we started Cerveceria Crazy Moon in 2017. Now, at our home base in Cholula Puebla and in various locations around Mexico, we have husbands, wives, brothers, sisters-in-law, and cousins working together. Yes, we also have plenty of team members who aren't related by blood. We still count them as family. From brewing our beers, to delivering the Crazy Moon Taproom experience, to getting Crazy Moon beer into stores around the country and across the ocean, they do us proud. We all live the idea that life tastes better under the Crazy Moon.

# Time-Honored Styles

**CLASSIC INGREDIENTS MAKE THE DIFFERENCE**

You'll find origin-specific ingredients in each can of Crazy Moon



NEIPAs de Verano



Honey Blond Ale



Dry Irish Stout



Hidromiel



Munich Helles Lager



American Pale Ale (APA Rye)  
Centeno





# Honey Blonde Ale

**8% ABV 21 IBU**

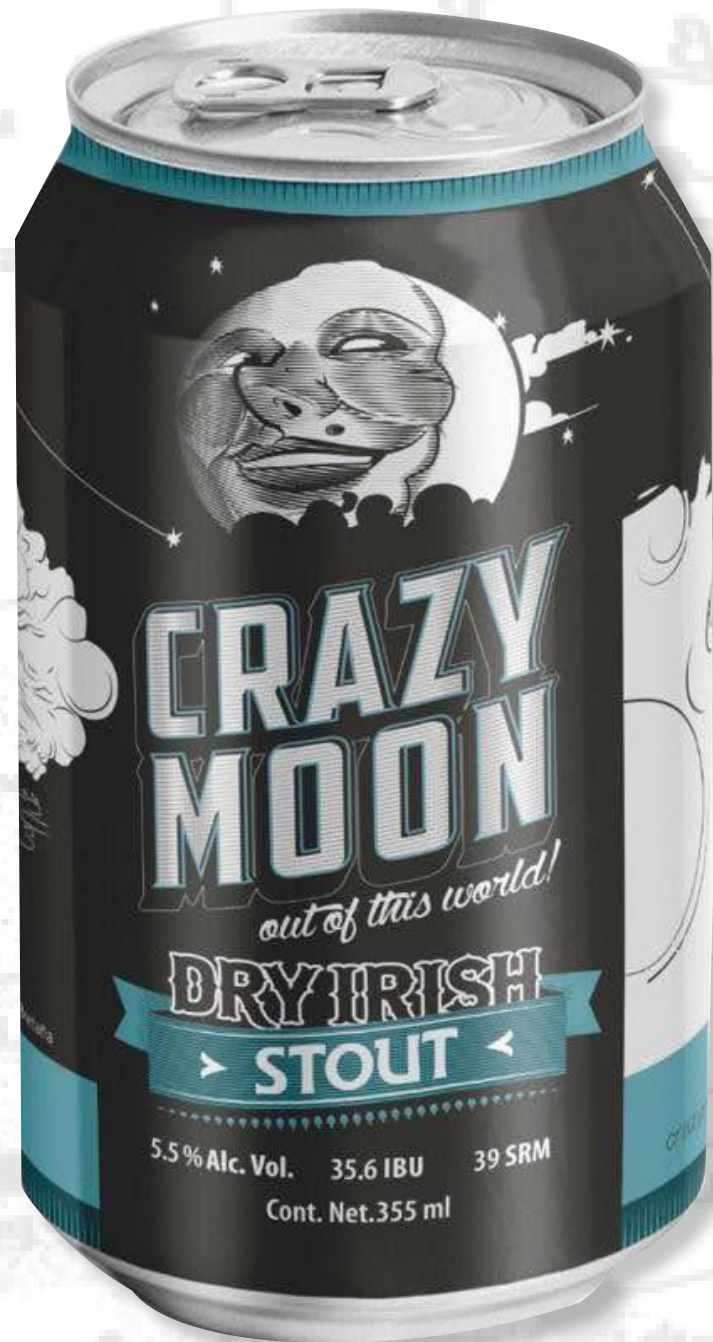
Clear, fresh beer, golden in color, medium body.

Notes of orange-blossom honey.

**Ingredients:** Water, malt, hops, yeast and Mono-floral Orange Blossom Honey from the Huasteca Potosina Region.

Our Honey Blonde Ale is our top seller. A hit with ladies as well as gentlemen.



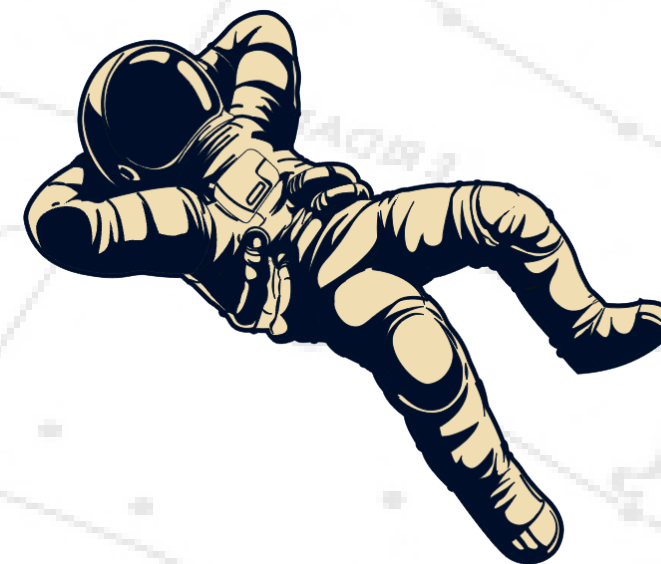


## Dry Irish Stout

**5.5% ABV 36 IBU**

A classic recipe that tastes like it's straight from an English pub. Very drinkable, moderate alcohol, dry, slightly carbonated, with flavors of coffee and chocolate due to its roasted malt.

**Ingredients:** Water, Maris Otter Malt, East Kent Goldings Hops and yeast from Great Britain.





# Munich Helles Lager

**5.1% ABV / 22 IBU**

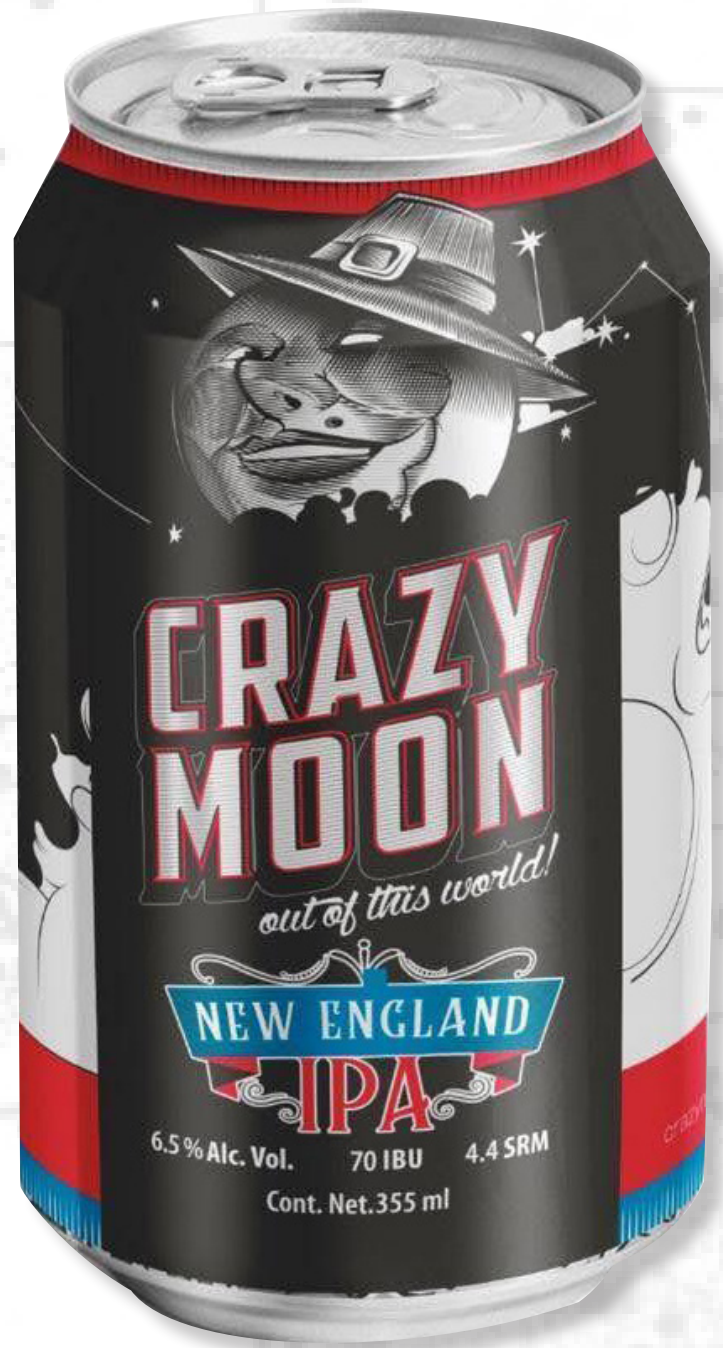
Quench your thirst with this classic lager. Golden, light, and refreshing with moderate carbonation.

Perfect for a hot summer day... or any day. Prost!

**Ingredients:** Water, malt, and 100% German

Noble Hops





# NEIPAs de Verano

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Our most hoppy beer, the perfect color and perfect bitterness for any craft beer lover. Notes of mango, guava and passion fruit. Slight bitterness. Cloudy, straw-yellow color.

**Ingredients:** Water, malt, yeast and hops.





# American Pale Ale (APA Rye) Centeno

**6.2% ABV / 50 IBU**

Quench your thirst with this classic lager. Golden, light, and refreshing with moderate carbonation.

Perfect for a hot summer day... or any day. Prost!

**Ingredients:** Water, malt, and hops from Germany.





# Hidromiel

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**Ingredients:** ??? ?????? ?????????? ?????????? ?????????? ?????? ?



# AWARDS & RECOGNITION



Otorgan el presente reconocimiento a:

## Cervecería Crazy Moon

Por obtener **MEDALLA DE BRONCE** en la categoría:  
**HIDROMIEL**  
con Hidromiel kveik

Abad Lira Conde  
Director


Tlaxcala, Tlaxcala a 7 de Mayo de 2022

Carlos Granados Garcia  
Juez Director

RESTAURANT GURU 2022



Cervecería Crazy Moon  
**BEST PUB & BAR**  
in San Andres Cholula



restaurantguru.com

*Congrats to the Cervecería Crazy Moon team*  
Andrew Priest, Executive Director

## ¡GANAMOS!

**HP Inkspiration Awards 2022**  
Grupo Mayapaack | Categoría Shrink Sleeves



Mónica Coronado



mayapaack.com.mx





# Marketing The 'Moon

## SUPPORTING THE BRAND OVER MULTIPLE TOUCHPOINT

- Our digital marketing likes to win friends by having fun.
- We work closely with our marketing agency in building brand awareness, developing materials for POP, DR and B2B, always maintaining the accessibly edgy exuberance.
- Facebook, LinkedIn and Instagram are used for driving traffic, announcing sales & events, launching new products and engendering loyalty.
- Live appearances always feature key people from the team.
- We're happy to work with stores to arrange onsite tastings and other events.



**HORARIO DE SEMANA SANTA**

**QUERIDOS LUNATICOS: ESTE FIN DE SEMANA EL TASTING ESTARA ABIERTO EN HORARIO NORMAL**

**¡MÚSICA EN LA NOCHE!**

Bienvenidos amantes de la música. Si estás buscando una experiencia gastronómica única, has venido al lugar correcto. Pero eso no es todo lo que ofrecemos, porque también tenemos un toque especial: música en vivo de violín para complementar tu cena.

**THE CRAZY MOON TAPROOM**  
Avenida Miguel Hidalgo, 106a  
San Pedro Cholula  
222-261-9290

www.crazymoon.com.mx





# The Taproom

## FOR A CRAZY GREAT TIME

- Our Award-Winning Taproom is another way of promoting the brand as well as the brand feel of enjoying the flavor of life.
- Events in the Taproom include music, holiday celebrations and special dinners. (Our Thanksgiving dinner is now a tough ticket to get.)
- Visitor fall in love with our beer her and what to know where they can enjoy it in their home town.
- New tap rooms being planned for Oaxaca well as Mexico City.





# Growth

## A STEADY INCREASE FROM DAY ONE

Lorn ibsum a pluribus unum. Datswich ja mont hounk. Lorn ibsum a pluribus unum. Datswich ja mont hounk. Lorn ibsum a pluribus unum. Datswich ja mont hounk. Lorn ibsum a pluribus unum. Datswich ja mont hounk. Lorn ibsum a pluribus unum. Datswich ja mont hounk. Lorn ibsum a pluribus unum. Datswich ja mont hounk. Lorn ibsum a pluribus unum. Datswich ja mont

# Packaging

## THE POWER OF THE CAN

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# Distribution

## SHINING ALL OVER MEXICO

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# Retailers

## HUNDREDS OF RETAILERS & RESTAURANTS

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**“Life is about the flavors  
you bring to it.”**

*- Alma Lord, Co-Founder, Crazy Moon Brewing*

## WE APPRECIATE EVERY REVIEW

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“Wich ja mont ho maod ahiu unk. Lorn ibsum a pluribus unum. Datswich ja”

“Wich ja mont hounk. Lorn ibsum a pluribus unum. Da aoa onn tswich ja”



# CONTACT

**WE'RE ALWAYS HAPPY TO TALK ABOUT BEER**

EMAIL

[Alma@crazymoon.mx](mailto:Alma@crazymoon.mx)

PHONE

+52 222 261 9290

WHATS APP

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OFFICE

Av. Miguel Hidalgo 106 A, Centro, 72760 Cholula, Pue.

TAPROOM

Av. Miguel Hidalgo 106 A, Centro, 72760 Cholula, Pue.