



## Budweiser

### “The Great American Lager”

<b>Introduced:</b>	1876
<b>Beer Category/Style:</b>	Premium Regular – American-style lager.
<b>Taste Profile:</b>	Fresh and subtle fruit notes, a delicate malt sweetness and balanced bitterness for a clean, snappy finish. <b>Budweiser</b> is a medium-bodied, flavorful, crisp and pure beer with blended layers of premium American and European hop aromas, brewed for the perfect balance of flavor and refreshment.
<b>Ingredients/Brewing:</b>	Brewed using a blend of imported and classic American aroma hops, and a blend of barley malts and rice. <b>Budweiser</b> is brewed with time-honored methods including “ <i>kraeusening</i> ” for natural carbonation and Beechwood aging, which results in unparalleled balance and character.
<b>Advertising Highlights:</b>	<b>Budweiser</b> was advertised with spectacular, electric billboards in New York City’s Times Square as early as 1902, and was the first brand to sponsor a network TV show (“The Ken Murray Variety Show” on CBS in 1951). More recently, the brand has created advertising icons like Frank and Louie, the <b>Budweiser</b> lizards, and the “Whassup!” guys, a campaign that won the Grand Prix award in 2001 at the 48 <sup>th</sup> Annual International Advertising Festival in Cannes, France. The brand also highlights the world-famous <b>Budweiser</b> Clydesdales in its advertising.
<b>Sponsorship Highlights:</b>	<b>Budweiser</b> has been an Olympic supporter since 1984, is currently the “Official International Beer” sponsor of the Beijing 2008 Olympic Games, and is the “Official Beer” of the 2010 FIFA World Cup in South Africa.  Other sports sponsorships include Major League Baseball (including 26 domestic teams), 28 National Football League teams, Major League Soccer, the Ryder Cup, the National Hot Rod Association (NHRA), the U.S. and Mexican National Soccer Teams and major boxing events. The brand also sponsors driver Kasey Kahne on the NASCAR Sprint Cup Series and Brandon Bernstein on the NHRA POWERade Top Fuel Series.

**Community Highlights:**

**Budweiser** family promotions have raised millions of dollars for community and charitable causes. Habitat for Humanity, the Muscular Dystrophy Association, Big Brothers Big Sisters, Susan G. Komen Foundation, Paralyzed Veterans of America, America Supports You and the Hispanic Scholarship Foundation are just a few of the causes that have benefited. Additionally, the “Help Budweiser Help the Outdoors” program has raised more than \$8 million over the past seven years for wildlife and habitat conservation efforts.

**Interesting Facts:**

**Budweiser** was introduced in 1876 when company founder Adolphus Busch set out to create the United States’ first truly national beer brand – brewed to be universally popular and transcend regional tastes.

Each batch of **Budweiser** follows the same family recipe used by five generations of Busch family brewmasters.

Samples of **Budweiser** are flown into St. Louis everyday from each of A-B’s 12 regional breweries. There, in a special tasting room, the beer is sampled and judged by our brewmasters to ensure its quality and consistency.

**Further Information:**

Visit [www.budweiser.com](http://www.budweiser.com) or [www.anheuser-busch.com](http://www.anheuser-busch.com).

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