



For more information, contact Anheuser-Busch's media hotline at +1-314-577-7427.

BUDWEISER INGREDIENTS

Since Adolphus Busch began brewing Budweiser in 1876, a key to the brand's success has been Anheuser-Busch's use of top-quality ingredients, regardless of the cost. Anheuser-Busch is the only major international brewer that oversees the production and handling of its raw materials, including seed development, planting, harvesting and shipping as well as brewing. Highly skilled brewmasters taste, test and evaluate all ingredients before they are accepted for the brewing of Budweiser, guaranteeing ingredients that meet the exact requirements and specifications for the brand.

Budweiser is made with an all-natural process from barley malt, hops, rice, yeast and pure water.

Malt

- Malt is known as the “soul” of beer. It is made by soaking barley kernels in water, germinating the seeds and then drying the resulting “green malt” in a kiln. This process begins to convert the grain's starch into the sugars that will provide nutrition for the yeast used in brewing.
- There are two basic types of malting barley – two-row, which produces a smooth, mild-tasting beer; and six-row, which produces a crisp, snappy flavor. (The rows refer to the number of kernels on each node of the plant.)
- Anheuser-Busch has developed numerous barley varieties through a barley breeding program, in which barley is bred specifically to provide the right balance of flavors for brewing. Company barley experts have visited more than 2,500 barley fields to hand-select barley used in the brewing process.



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Hops

- Hops are known as the “spice” of beer. Clusters of cones from this perennial climbing vine contribute their own special aroma, flavor and character to beer.
- Budweiser uses hand-selected hops from the world’s finest fields in locations such as Europe, Washington, Oregon and Idaho. The company’s commitment to quality hops is demonstrated by its ownership of hop farms in Bonners Ferry, Idaho, and in the world-renowned Hallertau region of Germany.



Rice

- Rice – which is more expensive than malt in many areas – provides Budweiser with its characteristic lightness, crispness and refreshing taste.
- The additional step of brewing Budweiser with rice provides the balance necessary to create its trademark refreshing taste, “drinkability” and crispness. This extra step is critical to the unique taste of Budweiser.
- Anheuser-Busch’s commitment to quality ingredients is shown through its ownership of rice mills in Arkansas and California.



Yeast

- Yeast is a very important and often under-estimated contributor to the flavor of beers.
- The yeast used in brewing Budweiser is proprietary to Anheuser-Busch and is directly descended from the original Budweiser yeast culture first used by Adolphus Busch in 1876. Each of Anheuser-Busch’s breweries is supplied from one carefully maintained yeast culture system to provide consistency and quality.
- In the brewing process, yeast is added to a sweet liquid called wort, resulting in fermentation. The yeast converts fermentable sugars in the wort to alcohol, carbon dioxide and many subtle flavor compounds. These specific flavors are unique to Budweiser yeast.

Water

- Water is a major ingredient in beer, so the water and its mineral content play an important part in the brewing process.
- At each Anheuser-Busch brewery, water is highly filtered to ensure brewing water is clear and colorless and free from odors or taste.
- In addition to tasting all incoming ingredients, as well as the beer at each stage of the brewing process, Anheuser-Busch brewmasters taste the water to ensure the highest quality is consistently used. In fact, brewmasters taste almost as much water as they do finished beer.

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