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BUDWEISER UNVEILS NEW “BOWTIE” DESIGN

Bowtie, Creed, Medallion Remain Focal Points; Familiar Budweiser Icons Shine Through in New Look

ST. LOUIS (Aug. 3, 2011) – Budweiser, the iconic global beer brand, today revealed a new design, seen in its can and secondary packaging, that will roll out of U.S. breweries and into the hands of American beer drinkers this summer, before debuting in markets around the world later this year.

The new can design is Budweiser’s 12th since Anheuser-Busch began offering its flagship brand in cans in 1936. The focal point of the design is Budweiser’s iconic bowtie, complemented by the time-honored Budweiser creed and Anheuser-Busch medallion.

“Budweiser’s success is rooted in aspects of the beer that will never change – a crisp, refreshing taste, an unwavering commitment to quality and the enormous pride we take in each batch,” said Rob McCarthy, vice president, Budweiser. “Our refreshed packaging design gives Budweiser an updated look, which dramatizes the iconic Budweiser bowtie and incorporates the brand hallmarks that loyal Budweiser drinkers will recognize and appreciate.”

Budweiser’s new “bowtie” can and secondary packaging designs will be the global standard as the brand continues to expand internationally.

“This new visual identity is one of many steps in our quest to reinforce Budweiser’s role as a true global beer brand. Together with our unifying global creative idea, the new global packaging look and feel will reinforce Budweiser’s bond with consumers around the world,” said Frank Abenante, vice president, Brands, AB InBev.

Using the same design principles as the newly designed can, the redesigned secondary packaging will be used for all package configurations and emphasizes the Budweiser creed, which highlights the beer’s unique Beechwood Aging process and 135-year long commitment to quality. The packaging will also feature a “Quick Response” (QR) code that will better enable Budweiser to regularly communicate with consumers.

For more information about the new Budweiser packaging, key design elements and images, and background on the evolution of the iconic Budweiser can, [click here](#).

About Anheuser-Busch

Based in St. Louis, Anheuser Busch is the leading American brewer, holding a 48.3 percent share of U.S. beer sales to retailers. The company brews the world's largest-selling beers, Budweiser and Bud Light. Anheuser Busch also owns a 50 percent share in Grupo Modelo, Mexico's leading brewer. Anheuser Busch is a major manufacturer of aluminum cans and has been a leading aluminum recycler for more than 30 years. The company is a wholly-owned subsidiary of Anheuser-Busch InBev, the leading global brewer, and continues to operate under the Anheuser-Busch name and logo. For more information, visit www.anheuser-busch.com.

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