



For more information, contact:
Lindsay Ryan, 314-577-2579
Lindsay.Ryan@anheuser-busch.com

ANHEUSER-BUSCH BRINGS PREMIUM DRAFT BEER EXPERIENCE HOME WITH DRAFTMARK

One-of-a-Kind Home Draft System Arrives in St. Louis with Budweiser, Shock Top and Bass On Tap

ST. LOUIS (Dec. 13, 2011) – Beer lovers in St. Louis are about to have a new way to enjoy fresh draft beer in the comfort of their own home. Anheuser-Busch’s latest innovation, a unique new home draft system called Draftmark, will arrive in select St. Louis retail locations this week, before becoming more widely available throughout the greater St. Louis area in February 2012.

The Draftmark tap system is an intuitive, high-end device that fits neatly into refrigerator shelves, making a true draft beer experience possible in a few easy steps. Users simply charge the tap system’s battery, insert the beer refill’s pouring spout, place and rotate the beer refill into the tap system to lock into place, close the system, pour and enjoy.

To give beer drinkers a range of styles and flavors, Draftmark beer refills (sold separately) will be available for three great draft beers: Budweiser, a crisp, refreshing lager; Shock Top Belgian White, a Belgian-style unfiltered wheat ale; and Bass Pale Ale, an English pale ale.

In addition to the permanent pouring system and rechargeable battery, the Draftmark tap system also includes interchangeable magnetic tap markers, so adults can personalize the tap handle as they switch between the three beer offerings. The one-gallon beer refills also include built-in draft lines to allow for easy tapping and cleaning.

“Our innovation team is continually experimenting with new beer styles, packaging and concepts, and we’re always looking for the next idea that meets an unmet consumer need,” said Pat McGauley, vice president of innovation at Anheuser-Busch. “Draftmark is breakthrough in that it offers an affordable premium beer experience by delivering high-quality draft beer via a high-end, reusable tap system that keeps the beer fresh for 30 days.”

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Draftmark also brings a level of casual sophistication to home entertaining, allowing beer drinkers to be more involved in the experience, from selecting the right glass, to learning the perfect pour, to choosing from a variety of beer styles.

“We want to grow Draftmark organically, and we anticipate beer enthusiasts will embrace this new tap system and share it with their friends,” said Nathaniel Davis, brewmaster at Anheuser-Busch. “We’re excited to bring this exclusively to our hometown of St. Louis, a city of beer lovers, and we look forward to hearing what they have to say about it and what they’d like to see from Draftmark in the future.”

For more information about the new Draftmark system, visit www.draftmark.com. For assistance in locating Draftmark retailers, contact 1-877-97-DRAFT.

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