

FACT SHEET

HEY BUD, AMERICA'S NOT FOR SALE! AB INBEV RE-BRANDING GIMMICK GOES TOO FAR



Anheuser-Busch InBev (ABI), the world's largest beer producer, has rebranded its Budweiser brand with 'America' on its packaging for the election season from May 23 through November.

THE PROBLEM

BUYING CREDIBILITY ON A FAKE ID

The beer giant's marketing gimmick to capitalize on America's national pride during an election year is a shameful act of corporate greed under the guise of patriotism. This stunt exploits America's sentiment of national pride and attaches it instead to a product that is [the leading cause of death, disease and disability for Americans aged 15-49.](#)

THE FACTS

WHY IT MATTERS

Budweiser is the [third leading brand among underage drinkers](#), largely due to its ever-present marketing. That marketing often features [cute animals](#) and other youth-alluring 'hooks.'

- ❑ We know what brands and which companies are profiting the most from underage drinkers in the U.S. More than 42% of underage youth sampled (13-20 years old) in a 2013 study reported drinking Bud Light or Budweiser.
-

Budweiser products are linked to injury and trauma.

- ❑ Budweiser products represented [three of the top five brands consumed in the highest quantities by ER patients](#). Research has found that [30-50% of injury visits to Level 1 trauma centers are alcohol-related](#) and frequently a result of heavy drinking.

ABI's marketing gimmick is an arrogant appropriation of national pride for purposes of crass financial gain.

- ❑ The name 'America' belongs to the American people – not to a multinational mega-brewer which has been accused of [tax avoidance](#), [price-fixing](#), and [other unethical behavior](#) around the globe. ABI's "[devastating exploitation of American Indians](#)" in Whiteclay, Nebraska should be troubling to anyone who loves America.
- ❑ ABI's marketing ploy is dishonest at its core, considering ABI is a Belgian-Brazilian multinational corporation.

ACTION

WHAT YOU CAN DO

1. The U.S. Alcohol Policy Alliance, a national coalition of organizations working to prevent alcohol-related harm, in partnership with [Public Citizen's Commercial Alert](#) is asking Americans to stand up and reject Budweiser's marketing stunt.

Join us in a social media action this **MONDAY, 5/23/16, at 2:00 p.m. EDT** as we call out Budweiser for its arrogance and dishonesty. Sign up before that time to join at <https://www.thunderclap.it/projects/42141-budweiser-is-not-america>

2. Submit a letter to the editor or opinion piece to traditional or electronic news media - or post to social media (feel free to post the above meme).
3. Reach out to your members of Congress to urge them to provide more guidance to the [Alcohol and Tobacco Tax and Trade Bureau \(TTB\)](#) which allowed this labeling stunt into the market.