Hey Bud, America’s Not For Sale!
Ab InBev Re-Branding Gimmick Goes Too Far

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The Problem
Buying Credibility On A Fake ID

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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.