



U.S. Alcohol Policy
Alliance

Turning evidence into action.

NEWS RELEASE

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ADVOCATES TELL BUDWEISER ‘AMERICA IS NOT FOR SALE’

CHAPEL HILL, NC – As Anheuser-Busch InBev, the world’s largest beer producer, rebrands its trademark Budweiser ‘America’ through the November elections, public health advocates rebuke the company’s gimmicky marketing campaign as a shameful act of corporate greed under the guise of patriotism.

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 appealing to Americans to reject Budweiser’s stunt and let the brewer know America is not for sale.

“Budweiser’s marketing ploy to veil its true image by attaching itself to national pride is insulting,” said Diane Riibe, chair of the Alliance. “Bud Light and Budweiser are the #1 and #3 alcohol brands consumed by underage drinkers and equally preferred by underage youth regardless of age, gender or race/ethnicity,” according to studies conducted by Boston University’s School of Public Health and the Center on Alcohol Marketing and Youth (CAMY)

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of the Johns Hopkins Bloomberg School of Public Health. Riibe went on to say, “If being a truly equal opportunity drink for youth is patriotic, then Budweiser nails it. They have a long track record of targeting youth in their marketing and of trying to buy credibility on a fake ID.”

More than 88,000 deaths each year in the United States are attributable to excessive drinking, according to the Centers for Disease Control and Prevention, costing American taxpayers \$249 billion annually and draining the American economy. Allowing Budweiser to prop up their profits with their latest marketing stunt adds a new layer of insult to American families and taxpayers.

“Budweiser’s real America might more appropriately depict the community of Whiteclay, Nebraska (population 12) where alcohol’s devastation to residents of the nearby Pine Ridge Reservation has earned the area the dubious title of ‘Skid Row of the Plains,’ and approximately 70 percent of the more than 12,000 cans of beer sold *each day* in the tiny town of Whiteclay is a Budweiser product,” said Frank LaMere, social and political activist from the Winnebago Tribe and recipient of the 2016 national Member of the Year Award from the National Indian Child Welfare Association. LaMere added, “Members of the Pine Ridge Reservation experience deplorable rates of fetal alcohol syndrome, suicide, alcohol dependence and destroyed lives. Perhaps this is the ‘America’ Budweiser should claim.”