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FOR IMMEDIATE RELEASE:

BUD LIGHT RESPONDS TO CUSTOMER CONCERNS WITH A COMMUNITY-FOCUSED ACTION PLAN

St. Louis, MO, April 15th, 2023 — Bud Light is actively taking decisive steps to address feedback from consumers regarding its recent marketing campaign featuring influencer Dylan Mulvaney. As one of North America's most well-regarded beer brands, Bud Light acknowledges the concerns of our loyal customers and looks to remain committed to fostering an inclusive and welcoming environment.

Our company has launched a complete plan to rebuild trust, support affected businesses, and ensure that future campaigns reflect the nuanced needs of our audience.

Key Actions Include

- **Transparency:** Review our marketing strategy to ensure stronger alignment with our brand's core values and diverse audience demographics.
- **Local Support Initiative:** Establish a \$5 million fund to provide assistance to bars and restaurants impacted by the recent decline in sales.
- **Community Engagement:** Host events across the country to directly listen to customers regarding their feedback on future marketing initiatives.

CEO of Anheuser-Busch, Brendan Whitworth states “We recognize that our recent campaign has sparked significant conversations, and we’re listening to all perspectives. Bud Light’s mission has always been to bring people together. We remain committed to celebrating our customers’ diverse experiences while learning from this moment.”

Call to Action

For more updates on Bud Light’s initiatives and to also provide your feedback, visit www.budlight.com/feedback.

About Bud Light

Bud Light is America’s best-selling beer and has been trusted for over 40 years to provide customers with the best light beer experience. Known for its smoothness and taste, Bud Light is committed to supporting communities, while advocating initiatives that celebrate diversity, equity and inclusion.