**Lionel Messi joins hands with Budweiser for enhanced inspirations for the fans.**

Lionel Messi, the all-time favorite football icon, and Budweiser, the beer king, announced the long-term partnership on 8th September 2020. Lionel Messi is the most admired and respected Football star and is now celebrating his iconic position and globally successful journey. He has always been more determined towards his skills, goals, and teammates, and thus seeks higher appreciation.

With the announcement of the collaboration, Budweiser released an exclusive film ‘They Say’. It is the best inspirational content of all times and highlights the journey of the football star Messi. It also contains the self-beliefs and other appreciated qualities of Messi.

With the release of the film, there was a revelation of the release of an exclusive limited edition bottle featuring Lionel Messi. The label is precisely designed and it exhibits the core values of Messi, the Legend! Also, there is an added quote mentioning that: “life is about choices, sacrifices, determination and hard work”. These are also the specific traits setting Messi apart, and make him worth being believed and considered by Budweiser. Additionally, these traits make him stand out seeking all the respects globally.

Messi has a golden journey in football, completing 19 years in the same and being the top player across the globe. He started from Argentina and exhibited enhanced commitment towards the sport throughout his journey. He also aimed to be at the topmost recognized player across the globe, and working for the same made him pop out at the top in the industry. He also received most of the awards among the players of his generation, and his honors include 10 league titles, six Ballon d'Or, four European cups, six domestic cup victories, and six European global boots too.

With the announcement of the partnership, Lionel Messi commented: “I’m excited to partner with Budweiser to share my journey that was based on a determination to be the best player I can be. Day after day, year after year, it took sacrifice and hard work to reach my dreams. Hopefully, fans around the world will find inspiration in my story to commit to their craft and never give up on greatness, no matter how hard the journey.”

Steve Arkley, the VP of Budweiser at the global level commented on the partnership too, specifying: “Lionel Messi is a true icon and role model of his generation and for generations to come. His dedication and commitment to his craft reflect the same self-belief that has led Budweiser to become the King of Beers. We look forward to working together as partners to continue delivering on our ambition, reminding football fans worldwide that greatness is a journey that is worth the effort and determination.”

Budweiser too is a top beer brand and is often considered as the king of the beers. Adolphus Busch is the founder of Budweiser that initially emerged as a small-scale brewery in the USA’s St. Louis. Missouri. With the assurance of quality along with enhanced commitment, Budweiser experienced successful 140 years and emerged as a leading beer brand across the globe.

Budweiser’s football portfolio now adds another golden and iconic player of history, Lionel Messi. La Liga and Premier League are other top football leagues with their popularity across the globe, and these two too are a part of Budweiser’s long-term partnerships’ portfolio. Additionally, Budweiser is also a partner of FIFA WORLD CUP with 30+ years of relationship.

As for now, the limited edition bottle featuring Lionel Messi is available at some top-notch bars and retailers across Russia, Spain, Vietnam, China, Chile, Argentina, Columbia, and India.