

Rank 35 of 100  
24,414 \$M (2014)

Since 1876



available in 80 markets  
worldwide

12 breweries in  
US

# **Budweiser**

## **About**

Budweiser is a label of the American Brewery Anheuser–Busch InBev which was founded in 1876. It is one of the best selling beers in the US and also available in 80 other markets all over the world. Budweiser is Rank 35 of 100 most valuable brands in 2014. The value of Budweiser is 24,414 Million Dollar.

## **History**

In 1857 a master brewer called Adolphus Busch left Germany and settled in St. Louis/USA. He soon married Lilly Anheuser. Her father owned a small brewery and in 1864 Busch partnered with his father in law, Anheuser-Busch Company was born. 1870 Anheuser-Busch became the first American brewery which implemented pasteurization. 1876 Budweiser was introduced as a brand of Anheuser-Busch, Budweiser was a light Bohemian lager beer. 1920 they had to suspend brewing beer because of the bad financial situation therefore they launched a range of non-alcoholic products. 1933 Anheuser-Busch began brewing Budweiser again. 1936 Budweiser's sales began to climb again which was caused by the introduction of can-beer. August A. Busch Jr. became president of Anheuser-Busch in 1946 and from 1951 to 1976 nine breweries opened. 2008 InBev bought the majority of Anheuser-Busch.



## **Products**

- Budweiser King of Beers (lager beer, 5%)
- Black Crown (lager beer, 6%)
- Chelada (spiced lager beer, 5%)
- Select (light lager beer, 4,3%)

## **The Beer**

Budweiser is brewed using barley malt, rice, water, hops and yeast. It is lagered with beechwood chips in the ageing vessel which, according to Anheuser-Busch, creates a smoother taste. The beer is light-bodied with faint sweet notes and negligible bitterness and the alcohol volume is about 5%. Budweiser remains one of the world's lowest rated beers on notable rating sites, even Adolphus Busch didn't like it. But based upon sales, it is the second most popular American brewed pale lager among North American beer consumers. Budweiser and Bud Light are advertised as vegan beers, in that their ingredients and conditioning do not use animal by-products.

## **Trademark dispute**

Anheuser–Busch has been involved in a trademark dispute with European beer companies, in particular Budweiser Budvar Brewery, over the trademark rights to the name "Budweiser". This dispute had the result that in most European countries American Budweiser is now not labelled as Budweiser but as Bud. the name Budweiser refers to the original Czech beer, Budweiser Budvar, except for Sweden, Ireland and the United Kingdom, where both beers are sold as Budweiser.