



Bud Light "Here We Go"

Introduced:	1982
Beer Category/Style:	Premium Light – American-style light lager.
Taste Profile:	Light-bodied brew with a fresh, clean and subtle hop aroma, delicate malt sweetness and crisp finish for ultimate refreshment.
Ingredients/Brewing:	Bud Light is brewed using a blend of premium aroma hop varieties, both American-grown and imported, and a combination of barley malts and rice. Its superior drinkability and refreshing flavor makes it the world's favorite light beer.
Advertising Highlights:	<p>Bud Light's most recent campaign titled "Here We Go" is centered on Bud Light's unique ability to elevate good times with friends, while delivering the message with humor consistent with previous Bud Light ads. This tagline is currently featured on Bud Light TV, radio, print and billboard advertising.</p> <p>Bud Light's humorous "Real Men of Genius" campaign has earned more than 100 advertising awards since it was launched in 2000, including a Gold Lion at the Annual International Advertising Festival in Cannes, France. The ads have also won two radio golds and two Grand Prix awards.</p> <p>Bud Light Super Bowl commercials also have enjoyed tremendous success. On five occasions the brand has captured the top overall spot in USA Today's "Ad Meter," the top Super Bowl advertising consumer poll. Bud Light has also created memorable campaigns such as "I Love You, Man," and "Yes, I Am."</p>

Sponsorship Highlights:

Bud Light is currently a sponsor of the National Hockey League and a number of domestic teams within each league. Other sports sponsorships include 28 National Football League teams, the Ultimate Fighting Championship, the Association of Volleyball Professionals, Major League Lacrosse, and Vail Resorts.

Interesting Facts:

Bud Light is the world's best-selling beer.

Further Information:

Visit www.budlight.com or www.anheuser-busch.com.

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