



Bud Light Elevates Transparency in the Beer Industry with New On-Pack Ingredients Label

America's Favorite Light Lager Becomes the First U.S. Beer to Include Comprehensive Details for Ingredients and Serving Facts Directly on Packaging

January 11, 2018, New York – Bud Light today became the first beer in the United States to add a comprehensive on-pack serving facts and ingredient label, with the unveiling of a new secondary packaging design that will hit stores in February. In every aspect of their lives, people are demanding more and more transparency, and Bud Light wants beer drinkers to have more information when it comes to choosing their brew, right at their fingertips on the packaging.

As America's number one light lager, Bud Light is striving to elevate the beer category with this move toward more transparency. In addition to listing the ingredients, the packaging will also include: serving size, calories, total fat, saturated fat, trans fat, carbohydrates, sugars and protein.

"While ingredient labels are not required, consumers deserve to know more about their beer. We brew Bud Light with the finest ingredients and we're happy to proudly display them on our packaging," said Andy Goeler, VP of Marketing, Bud Light. "When people walk through a store, they are used to seeing ingredient labels on products in every aisle, except for the beer, wine and spirits aisle. As the lead brand in the category, we believe increasing on-pack transparency will benefit the entire beer category and provide our consumers with the information they expect to see."

For Bud Light, quality and transparency go hand-in-hand. Bud Light brewmasters take pride in using four essential ingredients to brew the light lager: hops, barley, water and rice – the ingredients we've been using since 1982. Beer drinkers trust that every time they reach for a Bud Light, they know what ingredients are inside and will get the crisp, refreshing taste they know and love. Now, Bud Light is putting that information on packaging for everyone to see.

To get all the latest information on this packaging initiative and other exciting programs, follow Bud Light on Facebook at [Facebook.com/BudLight](https://www.facebook.com/BudLight), on Twitter at [@BudLight](https://twitter.com/BudLight) and on Instagram at [@BudLight](https://www.instagram.com/BudLight).

About Bud Light Introduced in 1982, Bud Light is a premium light lager with a superior drinkability that has made it the best-selling and most popular beer in the United States. 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. The light-bodied beer features a fresh, clean and subtle hop aroma, delicate malt sweetness and a crisp finish that delivers the ultimate refreshment. For more information, visit www.BudLight.com.

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For More Information:

Miles Ritenour

media@anheuser-busch.com



Jessica Brigandi

JBrigandi@webershandwick.com