



Budweiser Select

“Exceptional Taste That’s Never Filling – Step Up To Select”

Introduced:	2005
Beer Category/Style:	Hybrid Premium Regular/Premium Light – American-style lager.
Taste Profile:	A distinctive and sophisticated full-flavored beer with fine hop aroma, bold caramel malt flavor and a refreshingly clean finish.
Ingredients/Brewing:	Brewed with two-row and roasted caramel malt for a rich color, and a blend of hand-selected premium American and Bavarian hops for balance and flavor. Budweiser Select spends approximately twice as long as regular beers in the brewhouse, which results in lower carbohydrate and calorie content after fermentation.
Advertising Highlights:	<p>Budweiser Select’s advertising often features stylish lifestyle settings to elevate consumers’ awareness and understanding of the brand’s attributes and how the beer fits into contemporary lifestyles. The brand’s advertising has also featured celebrities including hip hop artist and entrepreneur Jay-Z, renowned football coach Don Shula and basketball legend Magic Johnson, to name a few.</p> <p>In 2006 Budweiser Select launched Crowntown, a digital/viral “webisode” campaign that brings the brand’s crown icon to life through the creation of characters living the “hip” city life.</p>
Sponsorship Highlights:	<p>Budweiser Select sponsors Flavorpill, a cultural, film, arts and music influence website for sophisticated adults and Pandora.com, a Web site that allows users to set up a free, customized radio station by artist or music genre. The brand also sponsors the seven-time world champion Budweiser Select/Dave Scott Offshore Powerboat Race Team. Additional sponsorships include Fashion Week events and New York’s Tribeca Film festival.</p>
Interesting Facts:	<p>Budweiser Select contains only 99 calories and 3.1 grams of carbohydrates per 12-ounce serving, which is favorable when compared with traditional premium regular/premium light lagers.</p> <p>In 2006 Budweiser Select appointed entrepreneur Jay-Z as co-brand director to collaborate on marketing initiatives for the brand.</p>
Further Information:	Visit www.budweiserselect.com or www.anheuser-busch.com .