

Budweiser business analysis



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Anheuser-Busch which is a beverage company based in Saint Louis, Missouri that brews Budweiser beer which traces its roots back to the Bavarian brewery, which was established in 1852. Eberhard Anheuser acquired the Bavarian brewery in 1860 and renamed it E. Anheuser & Co. In 1864, his son-in-law, Adolphus Busch, joined the company that would later become Anheuser-Busch. Adolphus Busch had keen vision, bold initiative, marketing savvy and a commitment to quality were his legacy to those who followed, and the high standards he established have been adhered to by each succeeding generation.

Today, Anheuser-Busch produces the two best-selling beers in the world, Budweiser and Bud Light, also operates 12 breweries in the United States and has 15 breweries around the globe, 1 in the United Kingdom and 14 in China. Budweiser does brew Budweiser beer across the globe, using other breweries, but having “close-watch” over the inputs and process of their brew. One example is how they brew their beer under the Budweiser label at the Guinness brewery in Dublin, Ireland. This process saves millions of dollars on shipping and allows breaking into any foreign markets by “being made by the hometown brewery” in-country, in numerous Countries.

In 2008, Anheuser-Busch and InBev merged to become Anheuser-Busch – InBev. I was narrowing my scope down to essentially the Budweiser line, due to the fact the more background material was posted for Budweiser, prior to the In Bev take-over of the Anheuser- Busch in 2007. (Please let me know if this is acceptable to the project). InBev controls many other product lines of beverages which has not been merged with the Budweiser data.