

The All-American Beer is Not

As no doubt you have read or heard, Anheuser-Busch, parent of Budweiser beer, has been bought by an Belgian-based company, InBev. The news spawned lots of hand wringing about what this would do to the “all-American” beer and could red-blooded Americans drink a product owned by (pause) Belgians. Well the answer can be seen in the newest Budweiser/image commercial, which is airing during the Olympics. The new commercial is about all things American, you know, Nascar and the Statue of Liberty. I may have seen a slice of apple pie somewhere in there. Clearly this ad is designed to celebrate America and to make sure to make the connection between Budweiser and America (and Americana). It makes sense. If anything, Budweiser has always had very good commercials (how else to explain the appeal of this most watered down of beers). This one deals with the issue at hand—the company is no longer American-owned. But the beer is still the “Great American Beer.” In one word, the commercial is patriotic. It’s meant to build on people’s patriotism while watching the greatest of international sporting events, the Olympics, but in reality, it is meant to address head-on, any concern Bud consumers may have about the new ownership, or even to obfuscate the change.