



ANHEUSER-BUSCH

# RESPONSIBLE DRINKING

We are proud of our tradition of promoting alcohol responsibility and will continually invest in new ways to drive awareness around this issue.



1<sup>st</sup> responsible drinking campaign launched more than

**35 YEARS AGO**

**MORE THAN \$1 BILLION INVESTED** on national advertising campaigns and community-based responsible drinking programs alongside our wholesaler partners

## LARGEST LYFT PARTNERSHIP

for an alcohol company in America

**3.7M+ SAFE RIDES OFFERED**

from bars and restaurants since 1989

Contributed to **DECREASING UNDERAGE DRINKING LEVELS**

from 2002 to 2016



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**PURPOSE BEYOND BREWING**

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