This Bud's for Who? 
The Battle for Anheuser-Busch

Caseism.com
How many breweries are there in the United States?

Caseism.com
How many barrels of beer does the United States produce per year?
Anheuser-Busch InBev

- 200+ brands in their portfolio
- 47% market share
## SWOT Analysis

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Largest manufacturer of beer in the United States</td>
<td>• High emphasis on wholesalers</td>
</tr>
<tr>
<td>• Strong brand reputation</td>
<td>• Low market concentration</td>
</tr>
<tr>
<td>• Many well-known product lines</td>
<td>• Hard to keep up with supply and demand</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Always expanding into new markets</td>
<td>• Increasing costs of raw materials</td>
</tr>
<tr>
<td>• Great advertising</td>
<td>• Increasing popularity of cheaper, imported beers</td>
</tr>
<tr>
<td>• Product line expansion</td>
<td>• Consumers get tired of boring beer and want something different</td>
</tr>
</tbody>
</table>
Corona

- Founded in 1926 by Modelo
- Pilsner Beer
- Headquarters - Mexico City
- 1935 - Best seller in Mexico
- 1940 - Corona became its' own brand
- 1964 - Large family packs
- 1979 - U.S. Best Selling Beer
“To produce, distribute and sell quality beer, at a competitive price, optimizing resources and surpassing customer expectation, in order to contribute to the economic and social development of Mexico as well as growing as a multinational competitor in the beverage market, inspiring pride, passion and commitment, and generating value for our stakeholders.”
Budweiser

- Founded in 1857 by Adolphus Busch
- Pale Lager Beer
- It's own brand in 1876
- America

Caseism.com