



2010

FREE-THE-BOWL FACT SHEET

- The Top 10 Brewers (volume)¹:
 - Anheuser-Busch InBev
 - SABMiller
 - Heineken
 - Carlsberg
 - Molson Coors Brewing Company
 - Modelo
 - Tsingtao
 - Beijing Yanjing
 - FEMSA
 - Kirin

- Two multi-national corporations (or 3 parent corporations) Anheuser-Busch InBev and MillerCoors LLC (or Anheuser-Busch InBev, SABMiller, and Molson Coors Brewing Company) control 80 percent of the U.S. Beer Market.

- Anheuser-Busch InBev and MillerCoors LLC have combined control of 40 percent of the world beer market

- Anheuser-Busch InBev – based in Belgium; SABMiller – based in England; Molson Coors Brewing Company – dual offices based in Canada/Colorado

- Big Alcohol’s Influence Peddling(Federal Figures):
 - Anheuser-Busch spent \$3.46 million on lobbying expenditures on 13 different lobbying firms in 2008
 - MillerCoors and its two parent companies (SABMiller and Molson Coors Brewing Company) spent a combined \$2.5 million on lobbying expenditures in 2008.
 - From 2004-2008, Molson Coors, Miller Brewing Company, and Coors Brewing Company contributed nearly \$1.08 million in political donations
 - Pernod-Ricard, producer of ABSOLUT Vodka and Kahlua, spent \$42 million on advertising its products in the U.S. in 2008
 - Pernod-Ricard spent \$1.2 million on lobbying expenditures in 2008
 - Diageo, producer of Smirnoff and Sterling Vineyard Wines, spent \$99 million on advertising in the U.S. in 2008

¹ <http://www.platologic.co.uk/prtopbrewers.htm> (2007)

- Diageo spent \$1.96 million on lobbying in 2008
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- Six of the top seven wine companies are global corporations, and control (by sales) 82 percent of all wine sold in the U.S.
 - Minority groups are disproportionately exposed to alcohol advertising compared to Whites.
 - There are five times more alcohol advertisements in Latino neighborhoods than in predominantly White neighborhoods.
 - In 2003 and 2004, alcohol companies spent close to \$160 million advertising 10 different brands on Spanish-language television.
 - Alcohol is the most widely used drug among African-American youth⁴ and contributes to the three leading causes of death among African-American 12- to 20-year-olds: homicide, unintentional injuries (including car crashes), and suicide
 - Excessive alcohol consumption is the leading cause of preventable death among American Indians and Alaska Natives.
 - Facebook is the largest social networking site on the Internet (surpassing both MySpace and Twitter), with more than 300 million active users worldwide. A third of Facebook users (100 million) are twenty years old or younger.
 - Approximately 98.7 million average U.S. television viewers watched Super Bowl XLIII on Sunday, February 1, 2009. The total audience for Super Bowl XLIII was 151.6 million people.²
 - Budweiser's spot featuring a Clydesdale competing with a Dalmatian in a game of fetch succeeded in landing the honor of the Super Bowl's most-liked and most recalled ad during Super Bowl XLIII.³
 - During Super Bowl XLIII, the highest-rated and most-watched commercial minute with 103.2 million viewers included the Bud Light Lime ad.⁴
 - For the past nine years, Anheuser-Busch was the top advertiser during the Super Bowl, including advertising for Budweiser, Bud Light, and Bud Light Lime for Super Bowl XLIII.⁵
 - Of the top 5 most recalled ads during Super Bowl XLIII, the top 3 were Anheuser-Busch

² Nielsen Media Research, Released Feb. 5, 2009: Page 1. http://en-us.nielsen.com/etc/content/nielsen_dotcom/en_us/home/news/news_releases/2009/February/nielsen_says_bud_light.mbc.39330.RelatedLinks.90381.MediaPath.pdf

³ Ibid.

⁴ Ibid, Page 2, 3.

⁵ Ibid, Page 2.

ads promoting Budweiser and Bud Light.⁶

- 125 million Americans participated in Super Bowl parties during Super Bowl 2007.
- 16.7 million youth under the age of 21 were exposed to Anheuser-Busch beer ads during Super Bowl 2007, or 18 percent of the audience composition.
- Since 1988 Anheuser-Busch has spent more than \$270 million for Super Bowl beer ad time placements.
- Studies showed that the beer with the largest advertising budget was the overwhelming alcoholic beverage of choice among underage drinkers.
- The Super Bowl accounts for 17 of the 20 most watched TV shows in terms of total viewers, ensuring that as many youth as possible are exposed to alcohol ads as possible.
- Anheuser-Busch ads were viewed an additional 21 million times on the Internet and downloaded more than 300,000 times from brand sites, after the 2006 Super Bowl.
- Based on polling results from a social networking site, the Budweiser Horse/Dalmatian spot was the most popular ad.
- Anheuser-Busch has purchased between 6-8 ad spots for Super Bowl XLIII, each 30-seconds in length.
- Anheuser-Busch is spending between \$14.4 - \$19.2 million on ad time for 2009 Super Bowl beer ads.
- Among Super Bowl 2008 viewers, the #1 ranked commercial was Budweiser's Clydesdale Horse training to Rocky Theme, meaning viewers liked the commercial the most among other commercials, viewers thought favorably of the Budweiser brand, and as a result would consider purchasing the product.
- A national survey found that Anheuser-Busch products, Bud Light and Budweiser, ranked #2 and #3 among the top three most memorable commercials.
- The alcohol industry experiences its largest overall sales increase during the two-week period surrounding the Super Bowl.
- During Super Bowl 2007, there was a 25 percent increase in total alcohol beverage coolers sales and a 13 percent increase in beer sales.
- The alcohol industry rakes in an additional \$20.7 million in sales within two weeks before and after the Super Bowl.
- Americans consume more than 17 times the amount of beer on Super Bowl Sunday

⁶ Ibid, Page 4.

compared to any other day of the year.

- Americans consume more than 325.5 million gallons of beer during the Super Bowl.
- Nearly 54 percent of all fatal traffic crashes on Super Bowl Sunday are alcohol-related.
- Teens who begin drinking before 15 are four times more likely to develop alcohol dependence than those who wait until they are 21.
- The more alcohol ads kids see, the more likely they are to drink, drink to excess and drink more often.
- Youth likeability of beer ads is strongly associated with a greater intention to purchase the brand and its products.
- Alcoholic-beverage companies annually spend \$540.8 million to advertise their products during TV sports programs.
- In 2008, an estimated 30 MILLION underage youth viewed more ads for beer than any other single product during the Super Bowl. Millions more viewed beer ads online after the big game.
- 10.7 million underage youth drink; 7.2 million binge drink.
- Alcohol-related problems from underage drinking cost the country \$60 billion annually.