


A MESSAGE TO THE MOST IMPORTANT PERSON WE KNOW... THE BEER DRINKER.

At Anheuser-Busch, brewing is an art. No one takes more time or goes to more effort or expense than we do in brewing the most popular family of beers in the world.

We take great pride in this distinction, yet this distinction carries with it certain responsibilities.

Beer is a beverage to be enjoyed by adults socially—with family and friends at home...in your clubs, restaurants and at special events. It is also the beverage of moderation, and good judgment should be used when you drink.

Thankfully, the vast majority of those who consume beer do so in moderation. Nevertheless, anything less than responsible consumption of alcoholic beverages is detrimental to the individual and society. We at Anheuser-Busch certainly are concerned about you, our valued customer. Accordingly, we are dedicated to the support of research, education, and treatment programs aimed at combatting alcoholism and alcohol abuse.



August A. Busch III
Chairman of the Board
and President



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Incorporated