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OPERATION

ALERT



Anheuser-Busch, Inc.
ONE OF THE ANHEUSER-BUSCH COMPANIES

Operation A.L.E.R.T.:

Of all the creatures in nature, the eagle on the cover of this brochure best symbolizes freedom. It represents our historic freedom to market our products proudly and responsibly in communities throughout the nation.

Today, that freedom is in danger of being destroyed by people who are attempting to solve the alcohol abuse problem by attacking all use of alcohol.

If you're like many of the 480,000 honest and conscientious retailers who sell beer in this country, you must be pretty frustrated by now.

You've heard all the proposals . . . to ban happy hours . . . to reduce the number of hours per day during which you can operate . . . to drastically increase the excise tax on beer so people won't be able to afford the product.

The ink was barely dry on the new federal law to raise the minimum drinking age when another group was announcing a nationwide drive to pull beer and wine advertising off television and radio.

It's easy to feel like the critics are coming at you from all sides.

We understand your frustration and we think we can help. Over the past several months, Anheuser-Busch has developed Operation A.L.E.R.T. and this brochure — which is an action plan that will enable you to respond effectively to the alcohol abuse issue and preserve your freedom to do business.

Frankly, we are facing a time of testing . . .

Our businesses and our reputations are being threatened by this rising and impatient demand for action on the alcohol abuse issue. If we are to escape ill-conceived laws, we **must** provide positive alternatives. We must respond to the crisis with our own programs . . . programs that will help solve the alcohol abuse problem without unfairly punishing millions of responsible drinkers and the thousands of retailers who sell alcohol beverages. We must show the public that these alternatives will work.

In the next few pages, this Operation A.L.E.R.T. brochure will describe some of the best programs in the nation for addressing alcohol abuse. It will tell you how to adopt or sponsor these ideas in your community. The programs cover everything from consumer education on responsible drinking to server training on how and when to intervene if a customer has too much to drink.

As we said earlier, the best chance of avoiding destructive laws and regulations is to take aggressive steps to become part of the solution to alcohol abuse.

That is the central philosophy behind Operation A.L.E.R.T. — **A**ction and **L**eadership through **E**ducation, **R**esponsibility and **T**raining.

An Effective Response to the Alcohol Abuse Issue

OPERATION

ALERT



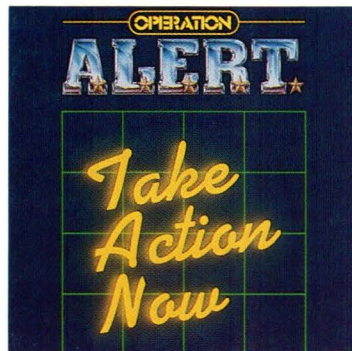
ACTION

The first thing to realize is that the alcohol abuse issue will not go away on its own.

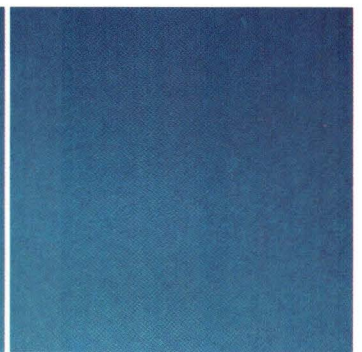
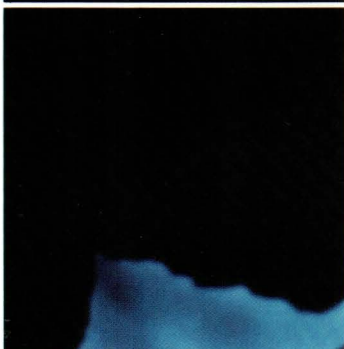
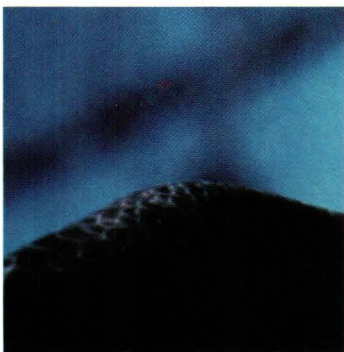
That is why Operation A.L.E.R.T. is a **call to action**. You are the beer industry's most important representative. You come in contact with consumers everyday. The actions you take at the retail level will have an important influence on the outcome of this issue.

When you adopt some of the programs contained in this brochure, you are accomplishing several goals:

- You are sending a message that you are concerned about the community and your customer.
- You are creating a climate of good will and cooperation that will make legislators and community leaders more willing to listen to your point of view on the controversial alcohol abuse issues, such as advertising bans and restricted hours of sale.
- You are showcasing effective programs that are highly preferable to laws that would severely hurt your business.
- You are proving to the public that these programs will work.



We urge you to take a few minutes now to carefully review the programs contained in this manual . . . to see which ideas would most effectively match the needs of your market area and business. Most important, we urge you to **take action now** in implementing the best of these programs.



LEADERSHIP

We are proud, competent business people concerned about our communities. We must be leaders, because we want the public to look to us for solutions.

Anheuser-Busch has been the beer industry sales leader for many years and the leader in introducing new products such as "LA" — a brand rolled out several months ago that has great, traditional beer taste but half the alcohol content of regular beer.

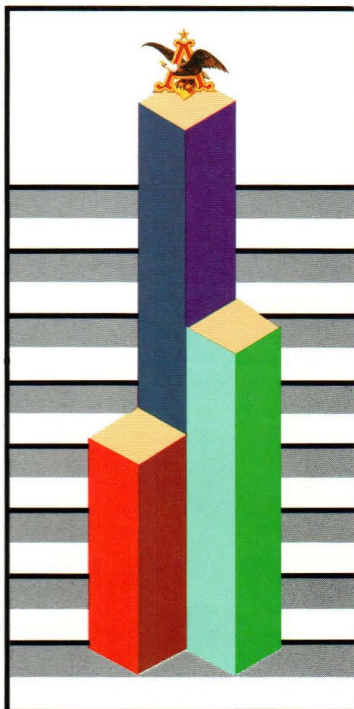


That leadership carries the added responsibility of addressing the alcohol abuse issue in an effective way. We have developed several positive programs discussed in this brochure, in addition to television and radio advertisements on the subject of responsible drinking.

It is important that you, too, be a leader in the anti-alcohol abuse area.

No one knows more about the issues surrounding the use of alcohol than those who make their living in this industry. Who else is in a better position to provide sound advice to legislators and other decision makers?

The anti-alcohol abuse programs that will help make you a leader in your community are organized in this brochure under three headings — "education," "responsibility" and "training."



Let's look at each of these categories individually . . .

EDUCATION

If you ask people how they would reduce alcohol abuse, the most frequent answer is "better education programs." Education to promote responsibility in the use of alcohol is a highly credible course of action in the mind of the public. Your participation in such programs will get enormously favorable reaction from your customers and members of the community.

What's more, education works. The beauty of such programs is that they don't attack all use of alcohol, like some of the sales-destroying measures our critics are proposing. Instead, they concentrate on the misuse of alcohol, which is, after all, the real problem.

Here are major educational programs that are available to you:

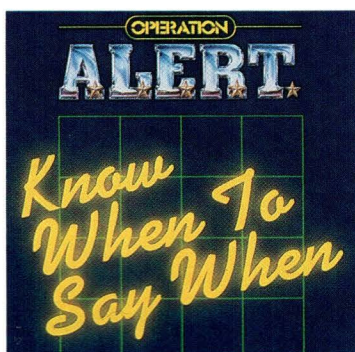
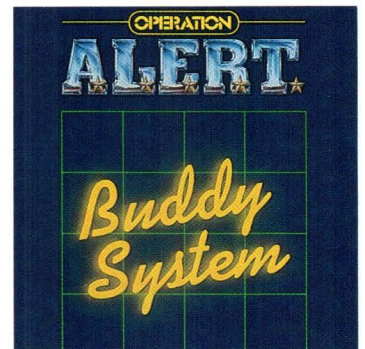
"Know When To Say When" — This is a nationwide education campaign sponsored by the Anheuser-Busch family of wholesalers. The central message behind the programs is, "Enjoy yourself when you drink . . . but be responsible. Don't climb behind the wheel when you've had too much to drink." The program uses merchandising techniques that are familiar to you.

These include:

- Counter cards, bumper stickers and key chains carrying the "Know When To Say When" message. These counter cards can accommodate wallet-size Blood Alcohol Charts.
- Small brochures with suggestions to bartenders and people holding home parties on how to serve alcohol beverages responsibly.

There also is a 25-minute movie, also available on cassette tape, that deals with how to avoid a DWI situation. It is available for showing to consumer groups.

Once again, this program doesn't tell people not to drink. It just says, "Be responsible about it."



“Buddy System” — A similar campaign stressing responsible consumption, called the “Buddy System,” has been developed for use with college students and other adults in their 20s. The program has its own set of merchandising materials that can be displayed in your establishment and a movie aimed at this age group. It has

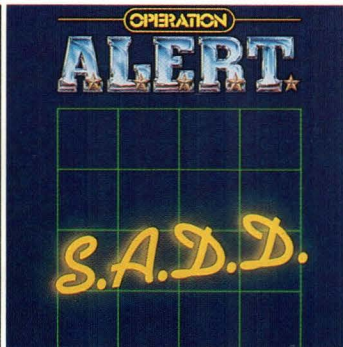
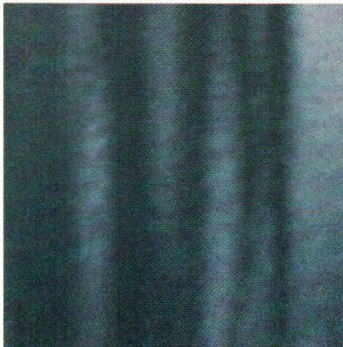
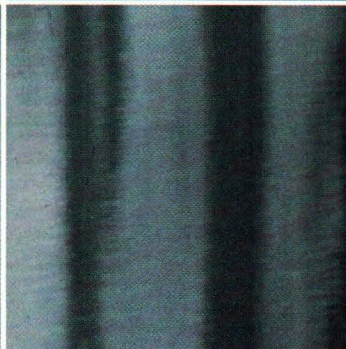
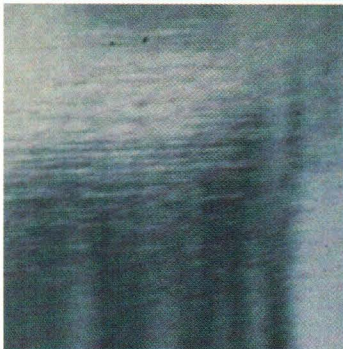
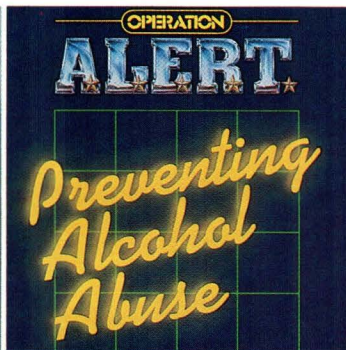
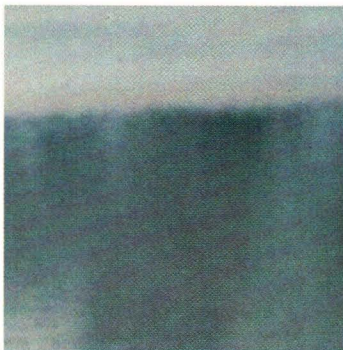
strong emphasis on being responsible for your friends, so that they don’t get behind a wheel when they have had too much to drink. One element encourages college students to telephone a friend or their housing unit for transportation and other assistance if they have had too much to drink.

“Preventing Alcohol Abuse” — This education program is sponsored by the National Beer Wholesalers’ Association. Separate curricular levels have been developed for elementary, junior high and senior high schools. The idea is to give students the kind of factual, non-judgmental, realistic information needed to make decisions about drinking or not drinking. Lesson plans, audio-visual materials, discussion outlines, teachers’ guides and other teaching aids are made available to schools at no charge. The program is being used in several thousand schools nationwide. The responses from teachers and students have been uniformly positive. You might consider helping to sponsor such a program in your school system, telling your customers about it and including it in any presentations you might make about alcohol education.

“SADD” — Students Against Driving Drunk, or SADD, is a nationwide education program that teaches high school students about the dangers of drinking and driving. It uses peer pressure to encourage responsibility . . . it warns about the consequences of irresponsible acts. One important element is the “Contract for Life,” a signed agreement in which parents and their teenagers pledge to come to one another’s aid, should they ever find themselves in a potential drunk driving situation. A version of this program has been developed for the college campus.

Anheuser-Busch is a major financial backer of SADD. We think it addresses in a responsible way one of the major concerns that has been driving the alcohol abuse controversy — underage drinking.

We hope you will consider helping to sponsor this program in your community and approaching local school officials with the idea.



RESPONSIB

Through education, we can urge our customers and the general public to be responsible. But there are other steps we can take to ensure the safety of our customers and, at the same time, restore our image to its rightful position with the general public. We can do this through a series of action programs that have been grouped together under the heading "responsibility."

Marketing Guidelines —

Anheuser-Busch has made a contribution in this area through the adoption of a new set of guidelines on marketing to young adults. These guidelines guarantee that our promotions and other marketing practices will never encourage overconsumption or underage drinking. We have developed a brochure on this subject that has been sent to college presidents, deans and other important decision makers who are concerned about these issues. We recommend that you be aware of these guidelines and discuss them with influential community leaders that you may know.

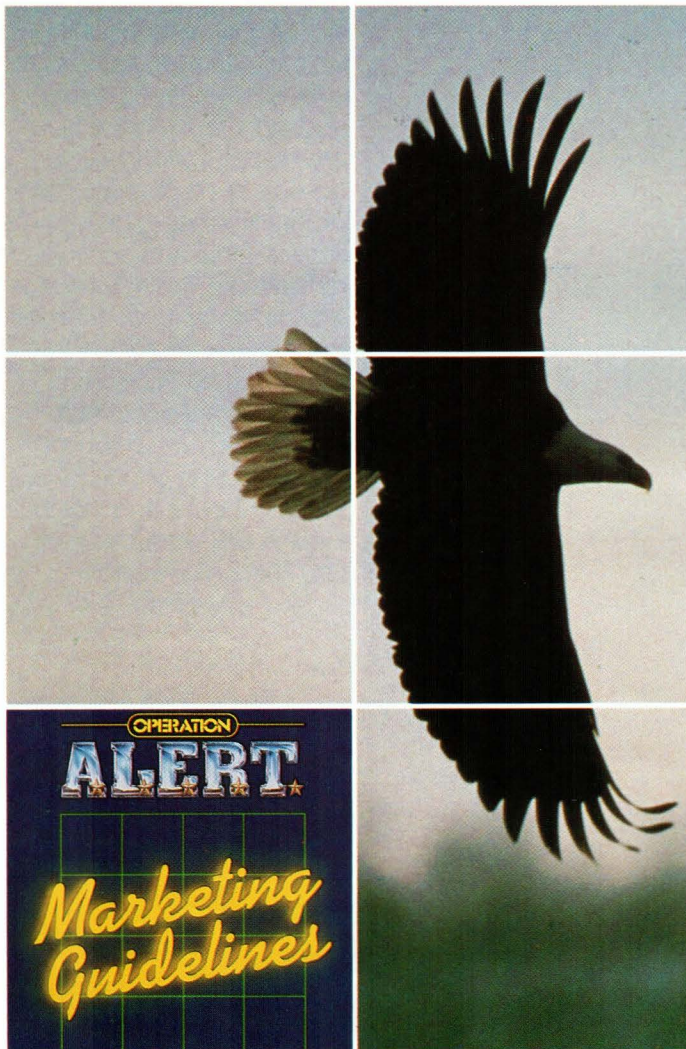
"I'm Driving"

Program — Anheuser-Busch is developing a designated driver program, called "I'm Driving," as another approach to the drunk driving problem. The program will be made available to retailers across

the country. The idea is simple: A group of patrons will pick one person from the group to be the "I'm Driving" person — someone who elects not to drink and will be responsible for driving the others home. The retailer gives this person some incentive —

such as free food or a "rain check" for a free alcohol beverage the next time this person comes in. During the course of the evening, the "I'm Driving" person will also get a special badge or other identification which entitles this person to free soft drinks. The Anheuser-Busch program will include a set of instructions on how to set up an "I'm Driving" system. Merchandising materials to support such an activity in your area also will be available.

As a spinoff of the "I'm Driving" program, Anheuser-Busch is developing a model "taxi ride" program, in which intoxicated customers are provided with a cab ride home. A nationwide toll-free number is being set up for patrons to use. Telephone operators who receive the "800" calls will notify a local participating cab company, which will transport the patron home for a reduced rate. Past taxi ride programs, initiated on a local basis, have been especially popular during holiday periods.



BILITY

“Responsible Happy Hours” — We strongly support your right to conduct happy hours. Of course, you are the experts in retailing and we do not pretend to offer the last word on this subject. However, there are several ideas being proposed to attract customers to your happy hours without the use of reduced price drinks. For example, you can offer free hors d’oeuvres and other food to patrons attending your “happy hour.” You might

consider reducing the food price instead of the alcohol beverage price during happy hours. You could merchandise this program through distributing a weekly calendar listing the daily menu of free hors d’oeuvres. Live entertainment — instead of reduced

drink prices — can be used to attract customers. Another idea suggested by the National Restaurant Association is to offer specialty, non-alcoholic drinks — for example, a “Nada Colada” (a non-alcoholic Pina Colada) or

a “Stranded Snowball” (hot apple cider with a scoop of ice cream floating in the middle).

Beverages with reduced alcohol content, such as our LA brand, are another possibility.

All these programs under the category of “responsibility” have one thing in common . . . they do not discourage sales, they do not attack all use of alcohol. Instead, they are positive. They encourage responsible consumption. Properly implemented, they can actually increase sales and your standing within the community.



T TRAINING

Everyone knows that a successful retailer must have training in the proper handling of draught and packaged beer. You also would not be able to run an establishment for very long unless you had a good knowledge of proper business techniques.

By the same token, retailers across the country are coming to the realization that formal training also is needed in how to handle customers during the course of an evening, to avoid situations of alcohol abuse.

Dram shop laws and increasing legal liability make it almost mandatory that your employees learn how to handle the intoxicated customer.

Several programs have been developed across the country for training bartenders and waitresses on how to intervene if it appears that a customer has had too much to drink.

Some of the techniques are simple, common sense approaches — such as offering a customer a menu, to encourage consumption of food. Other strategies are more complicated, such as how to keep a customer away from a car until he or she has sobered up.

Many of these courses are available at very reasonable costs to you.

One that we would suggest is **T.I.P.S.** — Training for Intervention Procedures by Servers of Alcohol. This course, complete with printed and slide materials, takes six hours for an employee to receive basic instruction. A more elaborate course — which is necessary if you or one of your employees wants to become certified so that you can train others — requires two six-hour sessions.

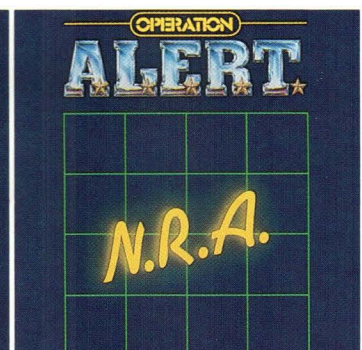
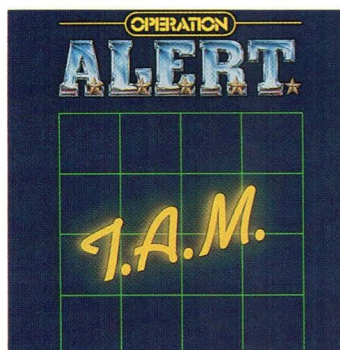
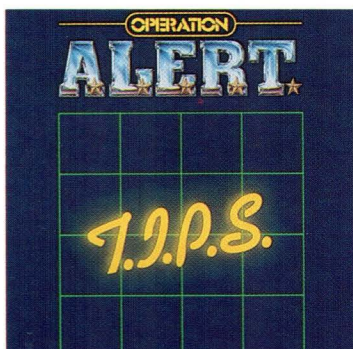
The program was developed by Dr. Morris Chafetz, a Washington, D.C., psychiatrist who was the founding director of the National Institute on Alcohol Abuse and Alcoholism. Anheuser-Busch has made arrangements to make this training available to you and your employees at reduced cost (unless this type of arrangement is prohibited by your state law).

Other effective training programs may be more available in your area or more suitable to your needs. Here are two examples:

T.A.M. — Techniques of Alcohol Management is an excellent program, developed by the Michigan Licensed Beverage Association and now being used by the National Licensed Beverage Association. The six-and-a-half hour course teaches about the clinical effects of alcohol, how to handle customers who are reaching their limits and the physical signs of intoxication.

Management/Server Alcohol Awareness Program

— The National Restaurant Association has a three-hour program that can be tailored to either managers or servers of alcohol beverages. The instruction includes three videotape segments that cover the restaurant operator's liability in alcohol abuse cases, behavioral signals that indicate how alcohol is affecting a customer and suggestions for promotions that can be used by socially responsive restaurateurs.



**Please Take
The Time
to Act Now . . .**

We have just presented the most comprehensive summary that has ever been published on the positive programs that you can undertake to take the lead in solving the alcohol abuse problem. We pledge to support your efforts. We will be one of the leaders in the battle against unfair laws.

However, none of these positive programs will help unless you take action now to implement them in your community. Every month you delay adds strength to the critics who would attempt to solve the alcohol abuse crisis by putting severe restrictions on our business operations.

You have a long and rich tradition. The English poet Samuel Johnson recognized your contribution more than two centuries ago when he wrote:
"There is nothing which has yet been contrived by man, by which so much happiness is produced as by a good tavern or inn."
Now is the time to continue that tradition of leadership and accomplishment by sitting down and deciding which of these programs you will undertake in your community.

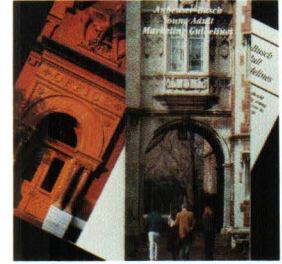
Here is a catalogue of the programs we have just discussed. Your local Anheuser-Busch wholesaler will help you in implementing these activities in your area. Please look at this list, make a check mark beside each program you will begin and call your wholesaler for more information. We also have provided you with a place to take notes.



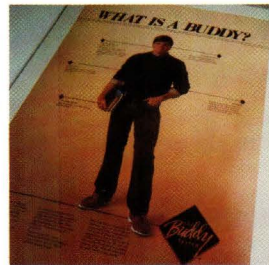
Know When To Say When — General consumer education campaign that urges responsibility in the use of alcohol beverages. Counter cards, bumper stickers, key chains and brochures are available, along with two movies — one aimed at the general market and the other at young adults.



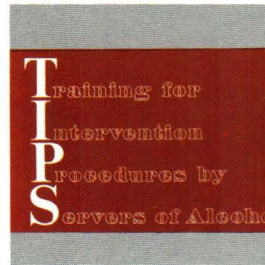
Students Against Driving Drunk (SADD) — Nationwide education program that uses factual information and peer pressure to warn students about the dangers of drinking and driving. Started in the nation's high schools and now moving to the college campus.



Young Adult Marketing Guidelines — Updated rules on Anheuser-Busch marketing to young adults of legal drinking age, to help ensure those efforts continue to be responsible. A brochure on the guidelines is available.



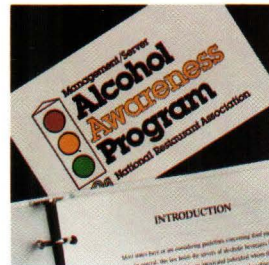
Buddy System — Education campaign that urges young adults to be responsible when they drink and to take responsibility for each other. Tips on holding safe, responsible parties. Posters, counter cards, brochures and a movie ("Happy Birthday, Ray") are available.



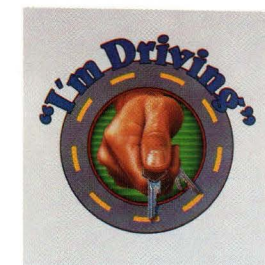
Training for Intervention Procedures by Servers of Alcohol (T.I.P.S.) — A formal course that trains bartenders and waitresses in how to avoid alcohol abuse in their establishments. Anheuser-Busch has made this course available at reduced rates (unless prohibited by state law).



Techniques of Alcohol Management (T.A.M.) — Training course for servers of alcohol, sponsored by the National Licensed Beverage Association. For more information, contact the NLBA, 309 N. Washington St., Alexandria, Virginia 22314; (703) 683-9727.



Management/Server Alcohol Awareness Program — Training course for servers of alcohol, sponsored by the National Restaurant Association. For more information, contact the Communications Department, National Restaurant Association, 311 First Street NW, Washington, D.C. 20001; (202) 638-6100.

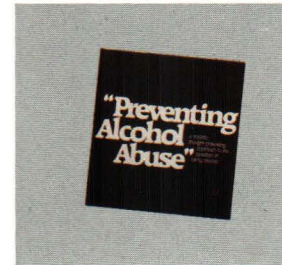


I'm Driving — Anheuser-Busch designated driver program for use by retailers to help prevent drunk driving.



Other Materials That Are Available:

- Anheuser-Busch "Plain Talk" brochures on the following subjects:



Preventing Alcohol Abuse — Alcohol education program for schools. Separate curriculum for elementary, junior high and senior high schools. Sponsored by the National Beer Wholesalers' Association.

- Responsible Drinking
- Excise Taxes
- Mandatory Deposit Laws

LA BEER BRAND

In 1984, Anheuser-Busch introduced a new brand which has traditional beer taste, but half the alcohol content of regular beer. This product responds to consumer demand for a brand that fits in well with new, more active, health-conscious lifestyles. And it responds to the new public concerns over alcohol abuse.



KA A

FROM ANHEUSER-BUSCH

A Premium Pilsner Beer

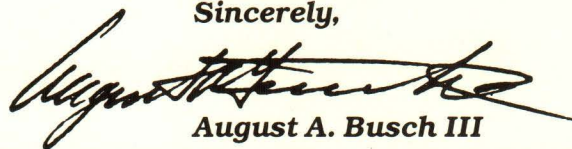




FOR THE WAY YOU LIVE YOUR LIFE TODAY — LA BEER!
LA from Anheuser-Busch is the first light alcohol beer from a major national brewer in what we believe is the most exciting new category to develop in years. And now it's available to consumers in your market area. LA represents a new choice for those consumers seeking a lighter alcohol alternative to traditional beers without giving up the great beer taste they appreciate, enjoy and demand.

I welcome you to LA from Anheuser-Busch. I thank you for your past patronage of our products and your cooperation in this new venture. It's an exciting new opportunity for all of us. After all, LA is brewed for the way you live your life today and the way your customers live theirs.

Sincerely,



August A. Busch III

WHY THE LIGHT ALCOHOL CHOICE?

Our world, and our industry, are changing. That's always been true. But perhaps never more true than now. Why? Because our consumers — your customers — are changing their life-styles, social opinions and attitudes as never before. And as the customer changes, so must brewers, wholesalers and retailers change if they hope to continue to successfully serve the needs of the marketplace.

LA from Anheuser-Busch is a new alternative. In the beer business, it is *the* new alternative for the life-style trends of the 80s. And, most importantly, it is an alternative which defines an entirely new beer category — the light alcohol category — designed specifically for today's contemporary social trends.



LA is both a new product and the first major entry in an entirely new category. It will appeal directly to those consumers who are looking for an additional choice in malt beverages. It will appeal directly to your customers and their search for new life-style alternatives. Its niche within the existing beer marketplace will include all beer drinkers. Millions and millions of them across the country, thousands of them within your market area.

Tapping that new market, establishing the light alcohol category and marketing effectively to produce incremental sales and new profits are the reasons behind LA.

MARKETING THE MESSAGE

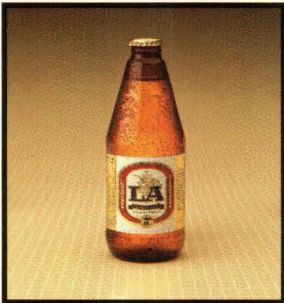
The introduction of LA from Anheuser-Busch offers the on-premise retailer a unique opportunity to get involved on the ground floor with a new, quality product and a new, expanding product category. In addition, LA represents to you:

- **Premium price levels.** High profit opportunity and the prospect of incremental sales and profit gains.
- **Attractive, popular package alternatives** which will stimulate product acceptance and high volume purchase.
- **Traditional, real beer taste,** the key to the introductory and long-term success of LA.
- **Intense media pressure** behind the brand, constant and consistent with the positioning of LA.
- **Eye-catching, exciting point-of-sale materials.**
- **Draught availability,** important to your on-premise business.
- **Unlimited opportunity** for your retail organization, based on the fact that LA is both a new brand and the first major entry in a new product category.



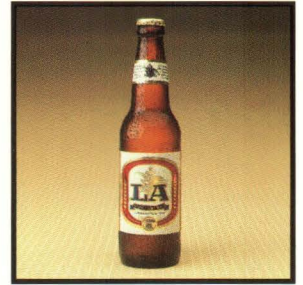
24/12 4/6 Can

\$ _____ /Case



24/12 4/6 NR

\$ _____ /Case



24/12 Returnable





\$ _____ /Case



1/2 Barrels

\$ _____

APPROXIMATE GLASSES PER 1/2 BARREL*





PITCHER		SCHOONER	
			
60 oz.	41	10 oz.	330
40 oz.	62	12 oz.	256
		14 oz.	203
HOUR		FOOTED PILSNER	
			
10 oz.	264	8 oz.	305
11 oz.	233	10 oz.	248
12 oz.	209	12 oz.	208
13 oz.	190		
15 oz.	172		

*WITH 1" HEAD

DRAUGHT BEER PROFIT CALCULATOR

PROFIT PER 1/2 BARREL	LA
A. Servings per 1/2 barrel (from tables)	
B. Selling price per serving	
C. Gross sales per 1/2 barrel (A x B)	
D. Your cost per 1/2 barrel	
E. Gross profit per 1/2 barrel (C - D)	
F. Margin (% profit on selling price) (E + C)	
G. Mark-up (% profit on cost) (E + D)	
H. Cost per glass (D + A)	
I. Gross profit per glass (B - H)	

APPROXIMATE GLASSES PER 1/2 BARREL*

TULIP GOBLET		SHAM PILSNER	
			
8 oz.	315	7 oz.	418
9 oz.	305	8 oz.	345
10 oz.	293	9 oz.	305
		10 oz.	264
		12 oz.	214
STEIN		SHELL	
			
10 oz.	248	7 oz.	330
12 oz.	195	8 oz.	294
14 oz.	170	10 oz.	250

Salesman

Phone

Distributor

GREAT TASTE...QUALITY...TRADITION

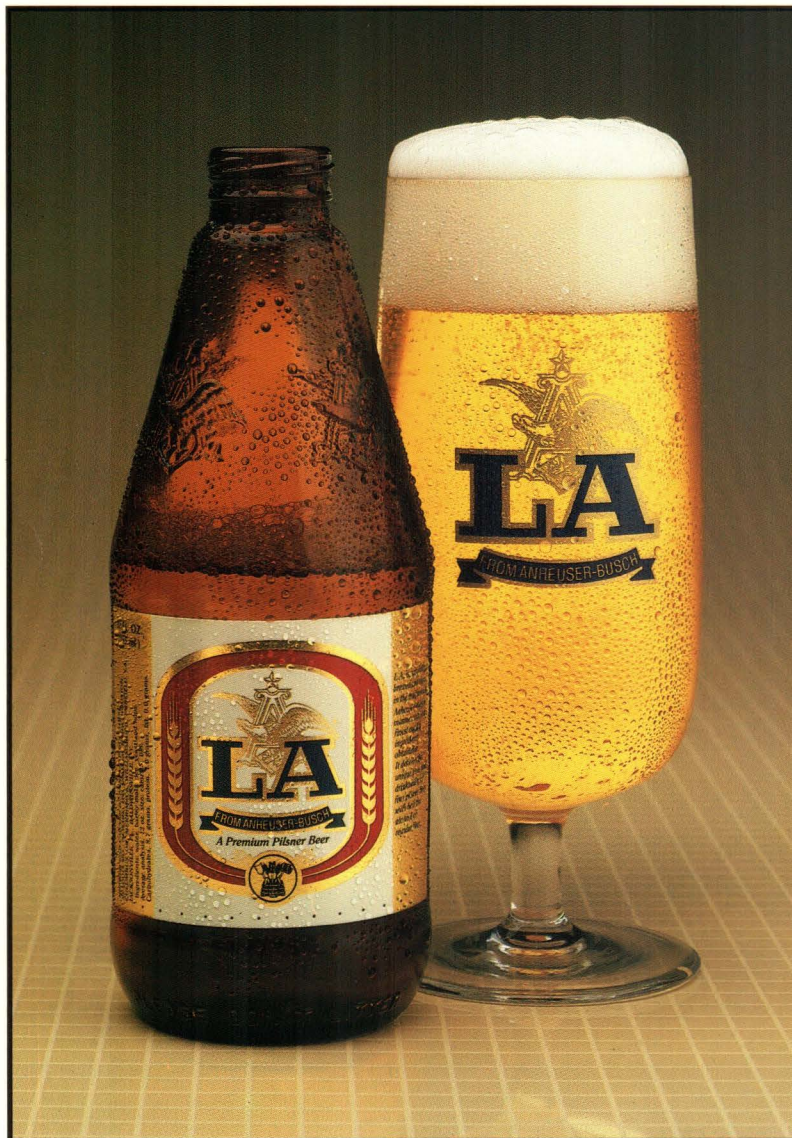
LA from Anheuser-Busch is a light alcohol beer, containing about half the alcohol and one-third fewer calories than our regular beers. But is it a "watered-down" version of regular beers or even of light beer products? *Emphatically not!*

Consumer studies show that while there is a strong potential market for a light alcohol product, beer drinkers will continue to demand the traditional beer taste they enjoy in regular and light beer products.

LA has been brewed in the quality Anheuser-Busch tradition. Only the finest ingredients — barley malt, corn, hops, yeast and water — go into this new product. Only the finest quality result — LA — has been permitted to enter the marketplace bearing the Anheuser-Busch name.

As a result, the taste of LA will deliver the traditional beer flavor your customers demand in *any* beer product, regardless of alcohol content. The brewing process for LA has been adjusted *only* to reduce the amount of alcohol present in the finished product. There has been no compromise on taste. LA is a true beer product, is marketed under all the legal restrictions which apply to beer products and delivers all the great beer taste that beer drinkers are accustomed to, enjoy and demand.

Before you give your customers an LA trial, we ask that you try it yourself. Your taste will tell you that not only is LA today's alternative beer product, but one which gives up nothing in the delivery of the great beer taste your customers demand.



ON-PREMISE



Anheuser-Busch, Inc.
ONE OF THE ANHEUSER-BUSCH COMPANIES

Advertising Code

INDUSTRY ADVERTISING CODE

Brewing industry advertising guidelines have been in effect since the 1940s, and have been periodically revised and updated.

Anheuser-Busch, in cooperation with other members of the brewing industry, last year developed an updated series of guidelines to be used by beer companies throughout the nation in advertising their products.

These guidelines reflect several basic principles -- advertising should be in good taste and should not encourage over-consumption, underage drinking or abuse of the product in any way.

These guidelines assist brewers in maintaining the highest ethical standards in their advertising.

BASIC GUIDELINES FOR BEER ADVERTISING

Beer is a refreshing, wholesome beverage meant to be consumed in moderation. Its origins are ancient, and it has held a respected position in nearly every culture and society since the dawn of recorded history. Advertising is a legitimate effort by brewers to make consumers aware of the particular types, brands and prices of malt beverages that are available.

Three basic principles which have long been reflected in the policies of the brewing industry continue to underlie these Guidelines. First, beer advertising should not suggest directly or indirectly that any of the laws applicable to the sale and consumption of beer should not be scrupulously complied with. Second, brewers should adhere to standards of candor and good taste applicable to all commercial advertising. Third, brewers are responsible corporate citizens, sensitive to the problems of the society in which they exist, and their advertising should reflect that fact.

These Guidelines consist of more specific provisions describing the advertising policies of the brewing industry.

1. Beer advertisements should neither suggest nor encourage overindulgence.

Because beer is a beverage of moderation, advertising should not portray or suggest its abuse, even in a comical vein.

2. Beer advertising should neither portray nor encourage drinking by individuals below the legal age of purchase.
3. No beer advertisements should in any way suggest noncompliance with legal age of purchase limitations.
4. No beer advertisements should encourage or condone drunk driving.
5. Advertisements should not include scenes of inebriation, revelry, comical drunks, or any other depiction of beer drinkers who have any way lost control of themselves.

Beer advertisements should never directly or indirectly suggest misuse or abuse of the product.

6. Beer advertisements should make no scientifically unsubstantiated health claims.

If there exists significant controversy in the medical or scientific community regarding the accuracy of a claim, the making of that claim without simultaneously revealing the existence of the controversy should be avoided.

7. Beer advertisements should not associate or portray beer drinking before or during activities in situations which require a high degree of alertness.

Beer is for relaxation and is not compatible with driving or performing hazardous jobs.

8. Advertising should neither state nor carry any implication of alcohol strength.

Advertisements should not refer to the "strength" of a beer or boast subtly of "kick," or otherwise promote its relative alcohol content. Nor should advertisements include other subtle references to alcohol, such as puns on words like "spirit" or "proof," or any overt or implicit association with distilled spirits. Any claim of alcohol content permitted by applicable law or regulation shall be deemed to be in compliance with this Guideline.

9. Beer advertising should not portray sexual passion, promiscuity, or any other amorous activity as a consequence of drinking beer.

Beer is not related to sexual stimulation, and should not be portrayed in any fashion implying or suggesting that it is.

10. Advertisements should not contain suggestive double entendres or any other material that might be considered lewd or obscene.

11. Advertisements should not associate beer with crime, criminals, or any illegal activity.

Advertisements should not associate beer with any illegal activity or disreputable circumstances. Men and women portrayed in beer advertisements should be law abiding and mannerly.

12. Taverns or other places portrayed in beer advertisements should always be depicted as well-kept and respectable gathering places.

13. Religion and religious themes should never be employed in the advertising of beer.

14. Advertisers of malt beverages should not improperly disparage competing beers. Comparisons in advertising should be objective, truthful, and significant.

Advertising should address the merits of the products being offered. It should not characterize competing products falsely or inaccurately or in a misleading fashion. Comparisons in advertising should be objective and truthful. Consistent with Federal regulatory policies, comparisons must be adequately substantiated. Moreover, such advertising should provide useful and significant information to the consumer.

15. Advertising should never suggest that competing beers contain objectionable additives or ingredients.

These include representations or implications that other beers contain "synthetic additives" or other "artificial ingredients." Because these words often have perjorative meanings, their use is inappropriate. No beer may contain ingredients not permitted or approved by the Food and Drug Administration and authorized by the Bureau of Alcohol, Tobacco, and Firearms.

16. Beer advertisements should not make exaggerated product representations.

Beer advertisements should restrict themselves to an honest and accurate statement of facts. This is desirable in all advertising. Unfulfilled and false claims about a product do not benefit consumers.

17. Advertising should not use scientific or pseudo-scientific terms to convey the impression that a beer has special or unique qualities if in fact it does not.

18. No beer advertisements in college, campus, or other media should portray beer drinking as being important to education, nor should beer advertising directly or indirectly degrade study.

19. Beer advertising on television should make no representation of on-camera drinking, including sound effects of drinking.

20. Beer advertising should never show littering.

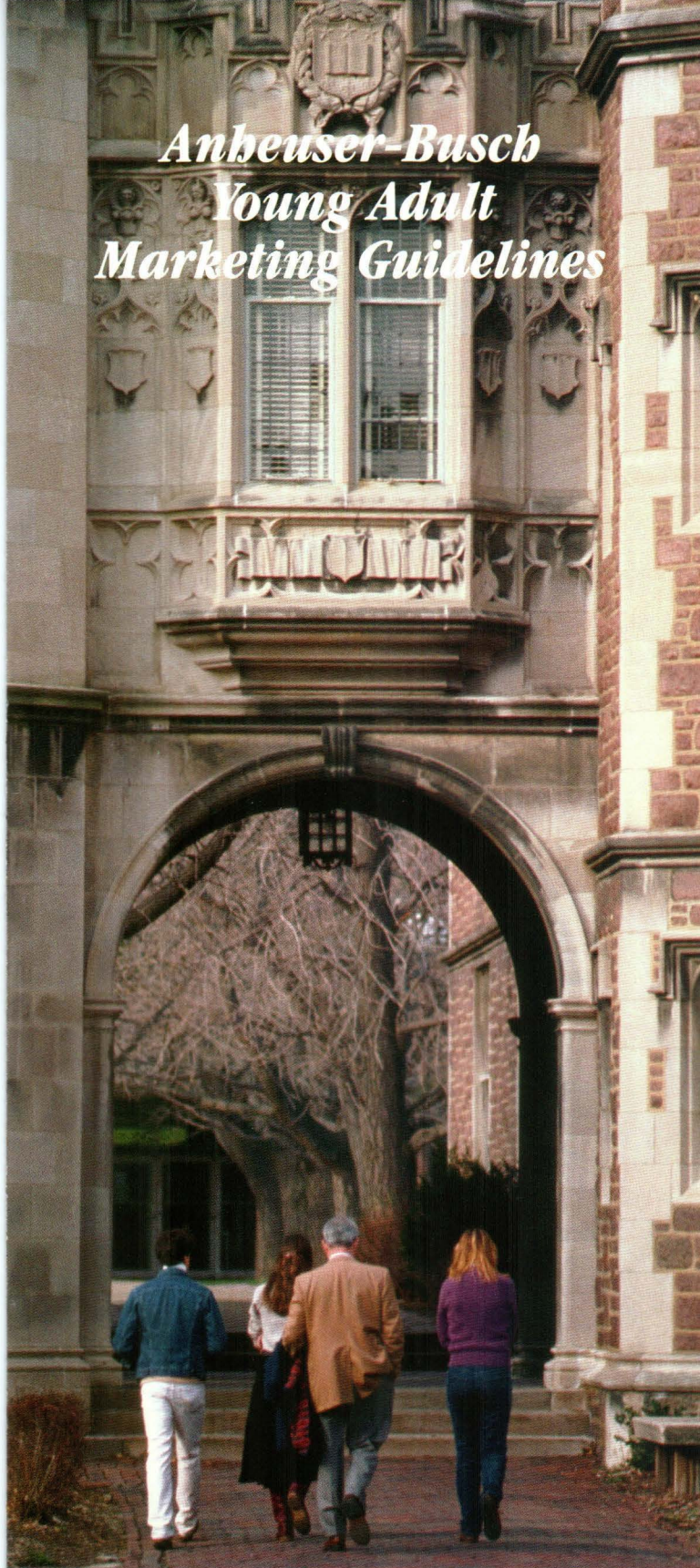
Anheuser-Busch Marketing Guidelines

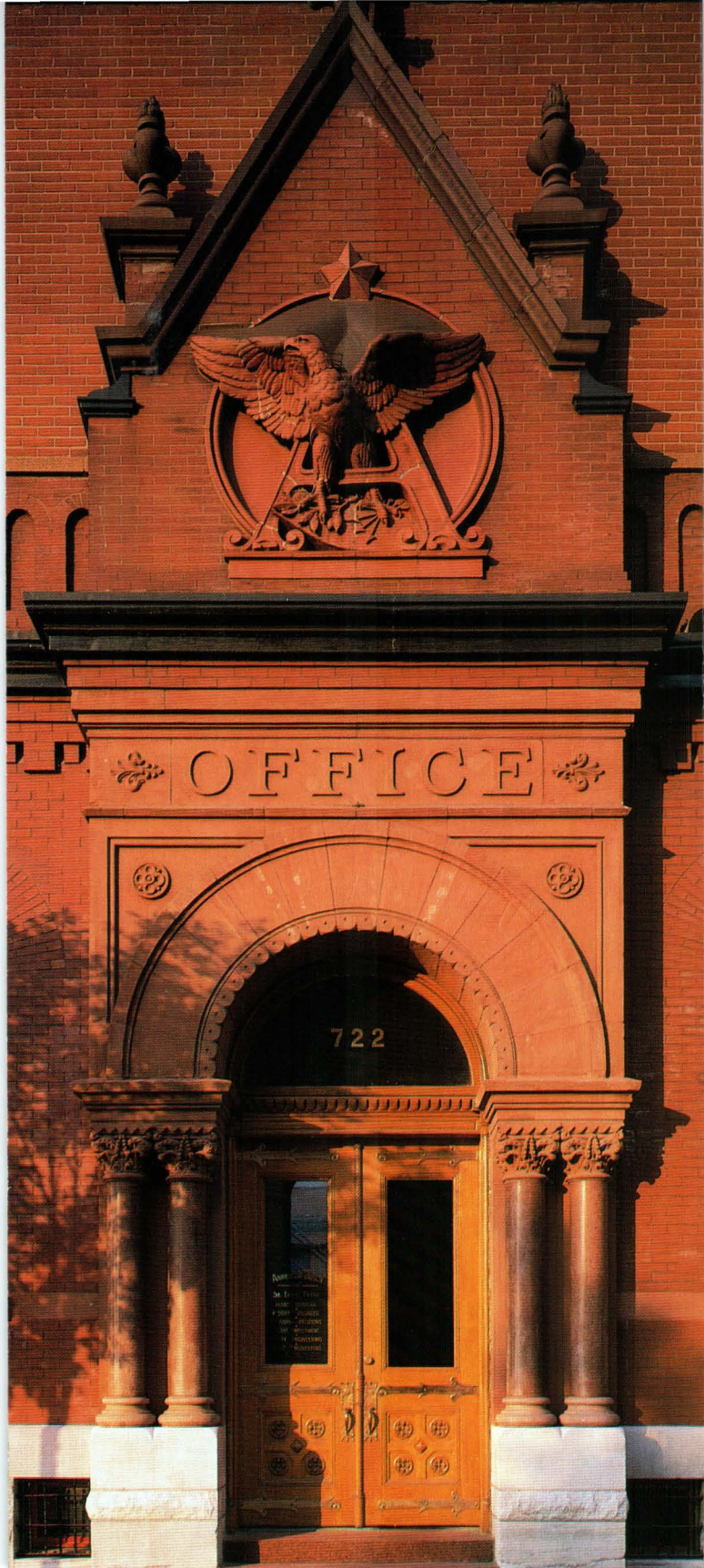
YOUNG ADULT MARKETING GUIDELINES

Anheuser-Busch has developed a set of guidelines that will be followed in its marketing activities on college campuses and elsewhere. In general, these guidelines will guarantee that marketing and promotional activities are responsible, and that they do not encourage over-consumption or underage drinking.

A brochure containing the guidelines has been produced and distributed to over 960 wholesalers and to college administrators throughout the country. The guidelines also have been expanded upon in new training materials sent to wholesalers for use in developing marketing activities for adults in the 21 to 34 age group.

*Anheuser-Busch
Young Adult
Marketing Guidelines*





Anheuser-Busch is committed to encouraging only responsible consumption of our products. Nowhere is this commitment more important than among those who only recently have reached the legal drinking age—the young adults of our nation.

Anheuser-Busch is proud of the quality of the beers we make and brew. And, we utilize advertising and marketing programs to convey this to our millions of consumers.

*In our marketing and advertising programs, we are committed to encouraging **only** responsible consumption of our products. Nowhere is this commitment more important than among those who only recently have reached the legal drinking age—the young adults of our nation.*

The young adult segment is made up of people from the minimum legal drinking age to those in their mid to late 20s. A large percentage of persons in this age group attend college and live on or near the campus. For many of them, it marks the first time they are living away from home... and away from their parents.

Persons in this age group are making decisions about beer and other alcoholic beverages that probably will remain with them for the rest of their lives. It is important that, if they choose to drink, they also make the decision to drink responsibly.

Anheuser-Busch continually monitors and evaluates all of its advertising and marketing practices to ensure that we encourage only responsible consumption. This includes our marketing activities for the young-adult segment of the beer consuming public.

But, we believe that marketing activities devoted to the young adult age group should receive special attention; and, for that reason, we have developed a series of young adult/college marketing guidelines—printed in this brochure. These guidelines specify the standards we use in developing marketing programs devoted to this age group.

In support of these guidelines, we have instituted such marketing programs as the "Pit Stop" effort

during the annual college and university spring break period. This program involves setting up roadside booths along major routes to traditional college spring break beaches and offering students coffee, donuts... and highway safety tips.

Our on-campus programs include sponsoring of both intercollegiate and intramural athletic events, as well as promotions to raise funds for charities. Additionally, our "Know When to Say When" program includes materials specifically developed for use in the young adult market. As with the other parts of this program, these items stress the need for mature responsible attitudes toward the use of our products.

It should be pointed out that a significant percentage of college marketing programs are undertaken, not by Anheuser-Busch, but by wholesalers who distribute our products. They are independent businessmen who have a strong commitment to the communities and the colleges they serve. And, like Anheuser-Busch, they are also committed to responsible marketing practices. We have encouraged them to follow these guidelines; and, where appropriate, we work closely with them in college/young adult marketing activities.

We believe that the college/young adult market is an important one. Not only because we have many good customers in this age group, but because it is the time when adults make decisions about the use of alcoholic beverages which will influence the rest of their lives. We believe it is important—both to our company and to society—that those decisions be sound ones. We want adults to enjoy our beverages responsibly... throughout a long and healthful life. We feel that our activities in the college/young adults market, as exemplified by these guidelines, effectively promote the responsible use of our beers.



*If you would like more information, write
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