

A NEW ATTEMPT AT INCLUSIVITY

Through Bud Light by Anheuser-Busch

MORE THAN LGTBOIA+.

Many of our customers were dissatisfied with our collaboration with Dylan Mulvaney. To make our customers feel more seen, we decided to take it to the next level: personalized and inclusive.



ALL DEMOGRAPHICS. ALL CELEBRATIONS.

Race. Ethnicity. Identities.
Professions. Locations. Milestones. Celebrations.
Whatever you're proud to live by,
there's a can for you.

HOW IT WORKS.

Each month, there will be cans to celebrate those who enjoy Bud Light. Whether it be the return of football, or national nurse's day; there's a can for you.



THERE'S A CAN FOR YOU.

Our lives are comprised of hundreds of different identities. With each can that is highlighted that month will come with a specialized discount with a valid ID. No matter what and no matter who, there's a can for you.

WE'RE MORE THAN JUST A BEER COMPANY.



Anheuser-Busch

THERE'S A CAN FOR YOU. 2025.

[HTTPS://WWW.ANHEUSER-BUSCH.COM](https://www.anheuser-busch.com)