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Budweiser can gets a makeover

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Anheuser-Busch InBev on Wednesday unveiled a new Budweiser can that makes the beer's bowtie logo more of a focal point.

The new design also emphasizes the Budweiser creed, which highlights the beer's Beechwood aging process and "135-year long commitment to quality."

The new can is Budweiser's 12th since A-B began offering its flagship brand in cans in 1936.

Jones Knowles Ritchie, or JKR, a London-based firm designed the new can. The brewer wouldn't disclose the cost of the redesign.

The new cans will roll out of U.S. breweries this summer before debuting in markets around the world later this year.

The world's largest brewer, which has a brewery in Van Nuys, hopes to boost sales of Budweiser, which is the second most popular beer sold in the United States behind Bud Light. Shipments of Budweiser to wholesalers fell 7 percent last year in the U.S., according to [Beer Marketer's Insights](#)  .

Harry Schuhmacher, editor and publisher of Beer Business Daily, said he likes the new can and packaging.

"It's bolder and cleaner, representing a packaging trend in many consumer goods," he said. "Beer companies typically redesign their labels every five years or so, so it was time to freshen up the packaging to update it to the times."

Ilhan Geckil, senior economist in the Chicago office and lead economist in the beer, wine and spirits industry at [Anderson Economic Group](#)  , said the change will grab drinkers' attention.

"This definitely shows an effort by Anheuser-Busch InBev to grab some market share that is being lost to craft beers and imports," he said.

Expect the can makeover to be part of a larger marketing push to increase Budweiser sales, Geckil said.

“Our refreshed packaging design gives Budweiser an updated look, which dramatizes the iconic Budweiser bowtie and incorporates the brand hallmarks that loyal Budweiser drinkers will recognize and appreciate,” said **Rob McCarthy**, vice president, Budweiser.

- Page 1
- 2

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