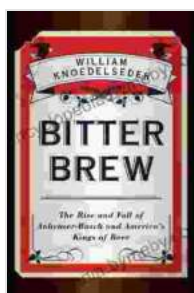


# The Rise and Fall of Anheuser-Busch: America's Kings of Beer



## Bitter Brew: The Rise and Fall of Anheuser-Busch and America's Kings of Beer by William Knoedelseder

★★★★☆ 4.6 out of 5

Language : English  
File size : 4518 KB  
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Screen Reader : Supported  
Enhanced typesetting : Enabled  
X-Ray : Enabled  
Word Wise : Enabled  
Print length : 411 pages

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Anheuser-Busch, the once-mighty brewing giant, has seen its fortunes decline in recent years. In 2018, the company was sold to Belgian brewer AB InBev for \$107 billion. This marked the end of an era for Anheuser-Busch, which had been a family-owned business for over 160 years.

So what led to the decline of Anheuser-Busch? There are a number of factors that contributed to the company's downfall, including:

- **Changing consumer tastes:** American drinkers are increasingly turning away from traditional beer brands like Budweiser and towards craft beers and imported beers.
- **Competition from craft brewers:** Craft brewers have been taking market share from Anheuser-Busch for years. Craft beers are often seen as being more flavorful and unique than traditional beers.
- **Management missteps:** Anheuser-Busch has made a number of missteps in recent years, including the decision to close its St. Louis brewery and the launch of several unsuccessful new products.

The decline of Anheuser-Busch is a cautionary tale for other large corporations. The company failed to adapt to changing consumer tastes and lost market share to more nimble competitors. Anheuser-Busch is now a shadow of its former self, and it is unclear if the company will ever be able to regain its former glory.

## **The Rise of Anheuser-Busch**

Anheuser-Busch was founded in 1852 by German immigrant Adolphus Busch. The company initially brewed a variety of beers, but it was the of Budweiser in 1876 that made Anheuser-Busch a household name.

Budweiser quickly became one of the most popular beers in the United States. Anheuser-Busch's aggressive marketing campaigns helped to make Budweiser a symbol of American culture. The company also benefited from the Prohibition era, which banned the sale of alcohol in the United States. During Prohibition, Anheuser-Busch was able to continue brewing beer for medicinal purposes.

After Prohibition, Anheuser-Busch continued to grow. The company acquired a number of other breweries, including Michelob and Busch. Anheuser-Busch also expanded its international operations. By the 1980s, Anheuser-Busch was the largest brewer in the world.

### **The Fall of Anheuser-Busch**

The decline of Anheuser-Busch began in the 1990s. The company faced increasing competition from craft brewers and imported beers. Anheuser-Busch also made a number of missteps, including the decision to close its St. Louis brewery and the launch of several unsuccessful new products.

In 2008, Anheuser-Busch was acquired by Belgian brewer AB InBev. AB InBev is the world's largest brewer, and it has continued to expand Anheuser-Busch's international operations.

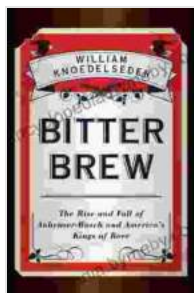
However, Anheuser-Busch has struggled to regain its former glory in the United States. The company's market share has continued to decline, and it has been forced to lay off workers and close breweries.

### **The Future of Anheuser-Busch**

The future of Anheuser-Busch is uncertain. The company faces a number of challenges, including changing consumer tastes, competition from craft

brewers, and management missteps.

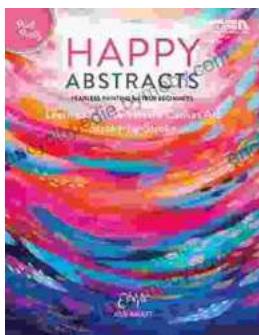
However, Anheuser-Busch is still a major player in the brewing industry. The company has a strong brand portfolio and a global presence. If Anheuser-Busch can adapt to changing consumer tastes and regain market share in the United States, it could once again become a powerhouse in the beer industry.



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