



GEMI®

Collecting the Drops:

A Water  
Sustainability  
Planner

## Case Example

### Anheuser-Busch: Protecting Water Resources

*Anheuser-Busch holds a 50% market share in the U.S. beer category and brewed more than 120 million barrels of beer globally in 2005. Water is an essential ingredient not only in the brewing process, but also in the raw material and packaging supply chains that are critical to Anheuser-Busch's high quality products. Therefore, protecting water resources and managing brewery water usage are key business objectives. The following case studies demonstrate how Anheuser-Busch works with environmental partners and non-profit organizations to enhance our nation's water resources by reminding everyone of the role they can play to keep our waterways pristine for generations to come. Whenever possible, these partnerships involve employees and their families at Anheuser-Busch's facilities across the country as well as the employees of our 600 independent wholesalers. Several partnerships also involve taking the conservation message to consumers through cause-marketing initiatives.*

#### **Anheuser-Busch Ft. Collins Brewery "Every Drop Counts"**

*Forming a local partnership to help protect the watershed*

In April 2004 a wildfire destroyed many of the hillsides of the Picnic Rock Canyon which is located 15 miles northwest of the Ft. Collins Brewery. Shortly after the fire ended, the Ft. Collins Brewery organized a team to help protect the watershed by re-establishing the forests of Picnic Rock Canyon.

Anheuser-Busch Companies in partnership with American Forest and the Colorado State Forestry provided 50,000 trees and shrubs to plant in areas that were destroyed by wildfires. Over 75 volunteers from the Brewery and Anheuser-Busch's Metal Container Corporation plant from Windsor, CO helped plant the first 1,000 trees in May of 2005.



This project was well received by the community and several groups have since joined the Ft. Collins Brewery in their efforts to improve water quality. Trees, Water and People (TWP), a local watershed group, has taken a leading role in helping the Brewery contact local organizations to help with the tree planting efforts. TWP has helped Anheuser-Busch reach out to youth organizations such as Colorado State University Students, Boys Scouts, Girl Scouts, and Boys and Girls Clubs.

In 2006, the Brewery continued its efforts with over 100 Brewery employees volunteering to help Trees, Water, People plant 1,800 trees, grasses, and shrubs on the flood plain of Spring Creek. The plants will help stabilize the creek bed, while improving overall water quality.

The benefits of these projects are already paying dividends for the once-ravaged area. The trees and shrubs are taking root and stabilizing the hillsides on Spring Creek and the Poudre River Basin. By way of natural filtration and soil stabilization, these trees are helping to improve water quality in the surrounding streams and reservoirs that provide drinking water for the City of Ft. Collins. Through this partnership, the Anheuser-Busch Ft. Collins brewery has taken an active role in giving back to the

## Anheuser-Busch: Protecting Water Resources – Three examples (Cont.)

community while creating a unique setting to educate employees, stakeholders and the community about the importance of protecting the Ft. Collins watersheds.

### **River Network and Living Lands and Water Partnership**

*Bringing national partnerships to local communities*

Since Anheuser-Busch relies on clean and pure sources of water to make its fine beers, it seems only natural to work with organizations that focus on protecting the country's water resources. In 2003, Anheuser-Busch formed a national partnership with River Network.

Anheuser-Busch breweries, located throughout the United States, were encouraged to team-up with River Network affiliates in their communities to address local issues. This approach has paid huge dividends as these local partnerships have permitted the company to communicate its commitment to conserving and protecting water sources to local officials, the public and other stakeholders concerned about the plight of our water resources. This relationship has also provided brewery employees and their families the opportunity to assist with river cleanups, riparian restoration efforts, and watershed monitoring.

Anheuser-Busch also works with Living Lands and Waters (LL&W), a national organization dedicated to creating awareness about the fragileness of our water resources by making the public aware of what they can do to help protect our rivers and streams. Led by Chad Pregracke, Living Lands and Waters works with local community groups to remove litter and debris from rivers and their watersheds. Along with providing financial support, Anheuser-Busch encourages its employees and the employees of its 600 independent wholesalers to participate in local LL&W events. One of LL&W's largest events takes place in Anheuser-Busch's hometown where A-B's employees and their families participate in an annual river clean-up on the St. Louis riverfront and Gateway Arch grounds. Participants clean debris from the riverfront, while learning about the effects of litter on water quality and animal habitat. In 2006, more than 10 tons of trash was collected during the event.



### **Anheuser-Busch and Great Lakes Forever**

*Protecting water resources through cause-marketing programs*

Through partnerships with conservation organizations, Anheuser-Busch is able to use its network of more than 600 independent wholesalers to create awareness for environmental causes. These programs and partnerships are win-win situations for Anheuser-Busch and the conservation partner. They help raise funds for partner conservation programs and research projects, and draw attention to key issues that face both the partner and Anheuser-Busch. The association of company brands with these causes helps promote awareness for environmental issues at the consumer level and communicates the company's commitment to being part of the solution.

One of Anheuser-Busch's most successful cause-marketing programs focusing on the conservation of our water resources began in 2005 with Great Lakes Forever (GLF) and their beer coaster campaign. Beer coasters are a staple of product promotion and are frequently found under the glasses of beer drinkers in bars or restaurants. The coasters provide an excellent opportunity to communicate important water protection messages and environmental facts to consumers. Due to the success of the 2005 partnership, the campaign which features the company's Budweiser brand expanded from two states to include markets in



## **Anheuser-Busch: Protecting Water Resources – Three examples (Cont.)**

all of the states bordering the Great Lakes. More than 120,000 coasters were distributed throughout the Great Lakes region in 2006.