



MEDIA RELEASE

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THE FA ANNOUNCES NEW PARTNERSHIP WITH BUDWEISER

The Football Association [The FA] has today announced a new long-term partnership with 'The King of Beers', Budweiser.

Budweiser will become the Official Beer Partner of the England Senior Men's team, Wembley Stadium connected by EE, as well as renewing their current The Emirates FA Cup partnership.

The new deal begins from the start of the 2018/19 season and will allow The FA, a not-for-profit organisation, to make significant investments back into every level of English football and further support grassroots initiatives throughout the country.

As part of the agreement, Budweiser will continue to play an active role in investing in grassroots and elite level initiatives in football. Since 2012 Budweiser has invested over £1.3m directly into English football, through initiatives such as the Budweiser Club Futures programme, which makes an annual grant to a grassroots football club competing in The Emirates FA Cup.

In addition, the new deal with AB InBev, Budweiser's parent company, will include a significant investment to upgrade the fan experience at Wembley Stadium, bringing a much slicker experience to the pouring and purchasing process. There will also be a wide range of AB InBev's premium brands to choose from on event days at Wembley Stadium, including global and local, award-winning beers and ciders to alcohol-free options, such as the newly launched Budweiser Prohibition.

Mark Bullingham, FA Commercial & Marketing Director, said: "Budweiser has been a great long-term partner across many different parts of football, so we're delighted with this new, bigger partnership that will take support for the game and entertainment for the fans to the next level. This is the largest Official Beer Partnership deal that The FA has ever done, which allows us to continue to invest in all areas of the game. On top of that, Budweiser's commitment to activate the partnership in new and exciting ways will be brilliant for fans throughout the country and for the matchday experience at Wembley.

"Our relationship with our current beer partner for the England Team comes to its contractual end after this summer's World Cup and I would like to thank them for its support and contribution over our 22-year partnership."



Jason Warner, President, North Europe, AB InBev, said: "Football is more than just a game or our national sport – it is a huge part of our culture, one of our favourite forms of entertainment and one of the best ways to bring people together. This is why Budweiser and football have enjoyed a natural affinity for many years and why we're pleased to strengthen our role in some of the nation's biggest cultural moments through our FA partnership and presence at Wembley Stadium, one of the world's most iconic entertainment venues.

"A trip to see England play at Wembley Stadium is an unforgettable experience, so we are delighted to help the bars at Wembley Stadium amplify it even further, both through Budweiser and the power of our brands from our premium AB InBev portfolio. We are also proud that all profits will go into nurturing the future Harry Kanes and Raheem Sterlings, as well as supporting grassroots initiatives."

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