

Budweiser in Canada eh!



Brief History

- Origin of Name

Budweis, Bohemia

- Constant Innovation and Adaptability

Staying afloat through the Prohibition

- Has grown to become the world's largest brewer and one of the top five Consumer-Goods companies world wide



Global Positioning

- Located in: Argentina, Brazil, South Korea, Mexico, Belgium, the United States and Canada
 - Captured at least 40% market share in 2015
- Current Stock statistics:
 - Share price of \$95
 - \$3.86 earnings per share



EVERY COUNTRY'S MOST POPULAR BEER

VINEPAIR



VINEPAIR

DELIGHTFUL DROPS OF
DRINKING KNOWLEDGE

VINEPAIR.COM

NOTES & KEY

- ★ Primarily Non-Alcoholic Beer
- ★ Best Selling Brand Is Disputed
- No Conclusive Data Available

Data: Euromonitor & Corporate Records

Budweiser and Canada

- Been brewed in Canada since 1980
- Produced and distributed in Canada by Labatt Breweries of Canada
- Prohibition in 1916 in Canada hindered all breweries
- Prohibition in 1919 in the U.S. cut off exports from Canada
- In 1926 prohibition ended in Canada and Labatt remained
- Was able to grow larger
- Budweiser number one top selling beer in 2004



History of Canada

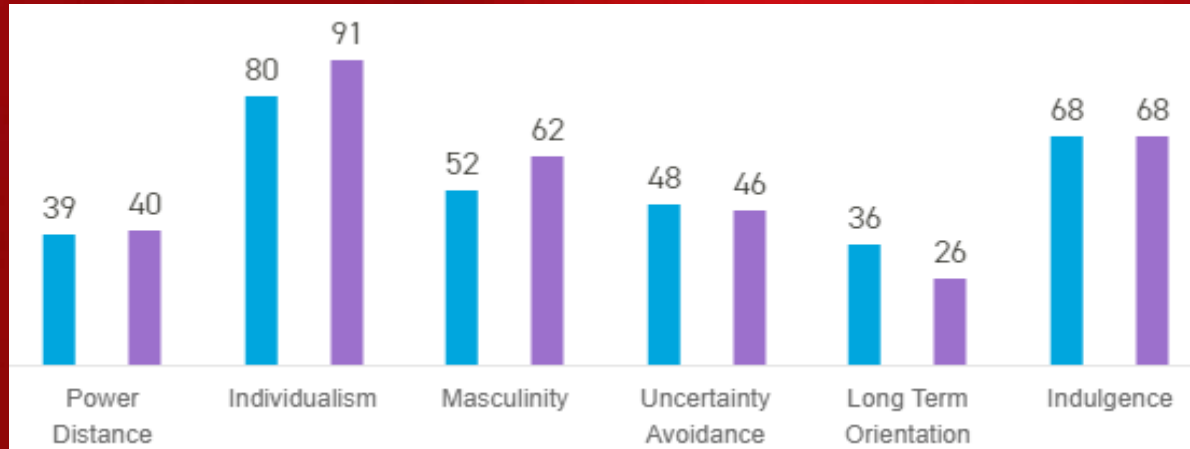


- Originates from the aboriginal word 'kanata' for land, village, or settlement
- Today, Canada is made up of 10 provinces and 3 territories
 - Territories: Yukon, Nunavut, Northwest Territories
- Result of over 100 years (1867-1999) of land purchases, agreements, etc.



Language and Hofstede

- Constitution established both English and French as official languages
 - New Brunswick officially bilingual, Quebec officially French
 - Almost 20% of Canadians speak primarily language other than English, French
- Proportion of Canadians from British and French ancestry have each dropped by 25%
 - About 1% of Canada's total population is made up of immigrants



Multiculturalism is Nationalism

- Massey Report (1951)
 - Canadian culture “invisible”, media required to encourage Canadian content
 - 1971 - Multiculturalism as official national policy
- Significance of cultural institutions
 - Well developed public library system, museums, galleries
 - Splendid and varied restaurants
 - Chinese folk opera and puppetry, indigenous folk art, italian coffeehouses
- Sports play important role in Canadian school system
 - Lacrosse, ice hockey, canadian football, soccer, curling
- Broadcasting is crucial for linking various regions together
 - Canadian Broadcasting Corporation (CBC)



National Symbols for Canada



An Overview of the 4 P's

Product:

- Budweiser 5% ABV
- Non-alcoholic “Prohibition Brew”

Promotion:

- Budweiser Red-lights
- Blue Jays home run glasses

Price:

- \$20 in the US and \$30 in Canada
- Price did not change

Place:

- Most consumed beer in Canada
- MLB and NHL



SWOT Analysis

Strengths

- Sports Affiliation
- Direct Distribution
- Technology
- Increasing Varieties

Weaknesses

- Bad Publicity
- Vendors

Opportunities

- Increase Varieties

Threats

- Change in Consumer Preferences
- Increased Costs
- Competition



Strengths

Sports Affiliation

- Specialty mugs
- Redlights

Direct distribution

Technology

- Using latest dealcoholization techniques
- Alternative fuels

Increasing varieties

- Prohibition Brew



Weaknesses

- Bad publicity



Violating FCPA in 2016

\$15 Million Lawsuit

- Vendors

Selling Skunked beer



Opportunities

- Increase varieties

Take advantage of microbrews



Threats

- Change in consumer preferences
- Increase in Costs
- Competition



Importance of Canada to Budweiser

- Canada is important to Budweiser because it is the most consumed beer in the country
 - Brand Loyalty
- Raises Brand Awareness
 - Due to Canada being a popular tourist destination
- Budweiser relies on Canada's opinion, especially when testing new products
 - Ex: Budweiser Prohibition Brew was only available in Canada



Marketing Assessment

- Bud Light has skyrocketed to be the most drank beer in Canada
- Budweiser pivoted its successful United States marketing strategy to Canada
 - Both share significant cultural and demographic similarities
- “If it aint broke, don’t fix it”
- By continuing to promote through popular national sports affiliations, and maintaining a positive public image, Budweiser will see continued success

