

Budweiser beer renamed 'America'

13th May, 2016



One of the world's most famous beer companies is changing the name of its best-selling beer. The company is Anheuser-Busch (AB), which is the USA's largest maker of

beer. It is going to change the name of its Budweiser beer to America. The name change will be only for six months, between May 23 and November. A company spokesperson said the name change is to try and increase sales. Budweiser used to be the USA's most popular beer but it has been losing market share for over 25 years. The word 'America' will replace the word 'Budweiser' on its cans. It will also use the same font that AB uses for Budweiser. In addition, the initials AB will be replaced by "US".

The new name and labeling is part of Budweiser's summer-long campaign called "America is in Your Hands". There are many important national days during the campaign period, starting with the Memorial Day weekend on May 30 and ending with the presidential elections in November. In between are the summer Olympics and Labor Day. The company wants Americans to feel proud of America - both the company and the beer. Budweiser's vice president Ricardo Marques said: "Budweiser has always strived to embody America in a bottle, and we're honoured to salute this great nation, where our beer has been passionately brewed for the past 140 years."

Sources: *Wall Street Journal* / *BBC.com* / *npr.org*

Writing

Products should not be named after country names. Discuss.

Chat

Talk about these words from the article.

famous / beer / companies / change / increase / popular / market share / initials / labeling / national days / campaign / presidential elections / summer / bottle

True / False

- The company Anheuser-Busch has changed its name to 'America'. T / F
- Budweiser's name change will be just for six months. T / F
- The name change is to make the USA more famous in other nations. T / F
- The word 'America' will be in a brand new font on the beer cans. T / F
- A new Budweiser campaign is called "America is n Your Mouth". T / F
- The campaign will end after the US presidential election. T / F
- The company wants to increase people's pride in the USA. T / F
- Budweiser has been made in the USA for around 140 years. T / F

Synonym Match

- | | |
|-----------------|-------------------|
| 1. famous | a. tried hard |
| 2. maker | b. exchange |
| 3. spokesperson | c. manufacturer |
| 4. replace | d. prepared |
| 5. in addition | e. drive |
| 6. campaign | f. well known |
| 7. starting | g. honour |
| 8. strived | h. representative |
| 9. salute | i. beginning |
| 10. brewed | j. also |

Discussion – Student A

- Should Budweiser extend its campaign if the beer sells well?
- Is it important to buy things made in your own country?
- How proud are you of your country?
- What things does your country make that you are proud of?
- What things best embody your country?
- How great is your nation?
- What other products do you know that have been renamed?
- What questions would you like to ask the CEO of Budweiser?

BreakingNewsEnglish - The Mini Lesson

Phrase Match

- | | |
|------------------------------------|-----------------------------|
| 1. changing the name of its best- | a. salute this great nation |
| 2. try and increase | b. proud of America |
| 3. it has been losing market | c. font |
| 4. It will also use the same | d. long campaign |
| 5. the initials "AB" will be | e. sales |
| 6. part of Budweiser's summer- | f. share |
| 7. ending with the presidential | g. brewed |
| 8. feel | h. replaced by "US" |
| 9. we're honoured to | i. elections |
| 10. our beer has been passionately | j. selling beer |

Discussion – Student B

- What do you think about what you read?
- What do you think of companies or products changing names?
- What do you know about Budweiser?
- Should Budweiser change its name forever to America?
- Which is the better name, Budweiser or America?
- How successful do you think the name change will be?
- What other things would sell well if they were called America?
- Would you buy things if they were called by your country's name?

Spelling

- the word's most uamfos beer companies
- the USA's eglstar maker of beer
- A company enoksessopr
- try and asencier sales
- the USA's most pproaul beer
- the iinsalti "AB" will be replaced by "US"
- Budweiser's summer-long cnmpgaia
- important iaanolt days
- the presidential tseeniocl
- feel rduop of America
- salute this great itnnoa
- our beer has been passionately rebdeu

Answers – Synonym Match

1. f	2. c	3. h	4. b	5. j
6. e	7. i	8. a	9. g	10. d

Role Play

Role A – A hamburger

You think a hamburger is the best product to be called 'America'. Tell the others three reasons why. Tell them why their things should not be called 'America'. Also, tell the others which is the worst of these (and why): a hat, a video game or a headache tablet.

Role B – A hat

You think a hat is the best product to be called 'America'. Tell the others three reasons why. Tell them why their things should not be called 'America'. Also, tell the others which is the worst of these (and why): a hamburger, a video game or a headache tablet.

Role C – A video game

You think a video game is the best product to be called 'America'. Tell the others three reasons why. Tell them why their things should not be called 'America'. Also, tell the others which is the worst of these (and why): a hat, a hamburger or a headache tablet.

Role D – A headache tablet

You think a headache tablet is the best product to be called 'America'. Tell the others three reasons why. Tell them why their things should not be called 'America'. Also, tell the others which is the worst of these (and why): a hat, a video game or a hamburger.

Speaking – 'America'

Rank these with your partner. Put the best products to be called 'America' at the top. Change partners often and share your rankings.

- | | |
|---------------|---------------------|
| • a hamburger | • a video game |
| • a car | • a kind of coffee |
| • a phone | • an airplane |
| • a hat | • a headache tablet |

Answers – True False

a	F	b	T	c	F	d	F	e	F	f	T	g	T	h	T
---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---

Answers to Phrase Match and Spelling are in the text.