



Official Beer of the PGA TOUR

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PGA TOUR, Anheuser-Busch celebrate three-plus decades of partnership with extended agreement

Dating to 1994, Anheuser-Busch is one of the TOUR's longest-tenured Official Marketing Partners

PONTE VEDRA BEACH, FLORIDA and ST. LOUIS – As the PGA TOUR and Anheuser-Busch celebrate more than 30 years of partnership in 2025, the two organizations today announced an extension of their longstanding marketing relationship, adding a global rights category along with Presidents Cup enhancements to Michelob ULTRA's longtime designation as the "Official Beer Sponsor of the PGA TOUR and PGA TOUR Champions."

As part of the six-year extension through 2030, Anheuser-Busch brands Michelob ULTRA, Michelob ULTRA Zero and NUTRL will be tapped as the "Official Beer Sponsor," "Official Non-Alcohol Beer Sponsor" and "Official Hard Seltzer," respectively, of the Presidents Cup, the biennial competition between the United States and International teams. Additionally, Michelob ULTRA Zero has been named the "Official Non-Alcohol Beer of the PGA TOUR and PGA TOUR Champions." Michelob ULTRA is a local sponsor at this week's PLAYERS Championship presented by Optum, Morgan Stanley and Comcast Business and will be providing enhancements to fans on site throughout the week.

"The PGA TOUR and Anheuser-Busch have worked hand-in-hand to continuously evolve our partnership since its inception in 1994, and we are proud to introduce the latest efforts to that goal with Michelob ULTRA's new global category rights," said Brian Oliver, PGA TOUR Executive Vice President, Corporate Partnerships. "As our relationship stretches beyond three decades of

association, we are proud to further showcase this iconic beer brand to professional golf fans across the world, including at the next three iterations of the Presidents Cup in Chicago, Australia and in St. Louis, home of Anheuser-Busch.”

Added Kyle Norrington, Chief Commercial Officer, Anheuser-Busch: “For more than 30 years alongside our partners at the PGA TOUR, Anheuser-Busch has been delivering experiences that authentically integrate our brands and elevate the game of golf for our shared fan bases. Led by Michelob ULTRA, the fastest-growing brand* in the beer industry, our extended agreement will allow us to give more fans superior access to the courses and sport they love.”

Anheuser-Busch began its partnership with the PGA TOUR in 1994 and added Michelob ULTRA as an official sponsor of the TOUR in 2002. Michelob ULTRA now activates at 23 PGA TOUR events across the season, including The Sentry, Farmers Insurance Open, THE PLAYERS Championship, Truist Championship, FedEx St. Jude Championship and season-ending TOUR Championship, with more to be announced. The global rights categories added to Anheuser-Busch’s extended agreement will offer the fastest growing beer brand untapped opportunities with golf globally, and enhanced activation with the Presidents Cup.

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About PGA TOUR

By showcasing golf’s greatest players, the PGA TOUR engages, inspires and positively impacts our fans, partners and communities worldwide.

The PGA TOUR, headquartered in Ponte Vedra Beach, Florida, co-sanctions tournaments on the PGA TOUR, PGA TOUR Champions, Korn Ferry Tour, PGA TOUR Americas and administers PGA TOUR Q-School presented by Korn Ferry and PGA TOUR University. TOUR members represent the world’s best players, hailing from 28 countries and territories. Showcasing the biggest moments in the sport with history and legacy on the line, the PGA TOUR has long-term domestic distribution partnerships for broadcast coverage on CBS, NBC and Golf Channel and video streaming service on ESPN+. Internationally, PGA TOUR coverage is available across 200+ countries and territories in 30 languages via 39 broadcast and digital partners. Virtually all tournaments are organized as non-profit organizations to maximize charitable giving, and to date, tournaments across all Tours have generated more than \$4 billion.

Fans can follow the PGA TOUR via: the PGA TOUR app and PGATOUR.COM; social media channels, including [YouTube](#), [Facebook](#), [Instagram](#) (in [Spanish](#), [Korean](#) and [Japanese](#)), [LinkedIn](#), [TikTok](#), X (in [English](#), [Spanish](#) and [Japanese](#)); the PGA TOUR Channel on Free Ad-Supported Television (FAST) platforms such as the Roku Channel, Samsung TV Plus, PlutoTV, Xumo, LG Channels, Tubi,

Amazon's Freevee, FireTV and Alexa devices; and WhatsApp (in [English](#) and [Spanish](#)), [WeChat](#), [Weibo](#), [Toutiao](#) and [Douyin](#).

About Michelob ULTRA

Introduced in 2002, Michelob ULTRA is the No. 1 fastest growing beer in the industry*. With just 95 calories, 2.6 carbs and no artificial flavors or colors, it is a superior light beer that celebrates the active, balanced lifestyle of its drinkers that includes both fitness and fun. Michelob ULTRA's choice of grains and extended mashing process leads to its refreshing taste and fewer carbohydrates. It is brewed with the finest barley malt, rice, hops, and a pure-cultured yeast strain, all of which reflect Anheuser-Busch's commitment to brewing quality. Michelob ULTRA reminds you to always drink, and sweat, responsibly. (**Circana Total US MULC for the 13 weeks ending 12.29.24*)

About Anheuser-Busch

At Anheuser-Busch, our purpose is to create a future with more cheers. For more than 165 years, we have delivered a legacy of brewing great-tasting, high-quality beers that have satisfied beer drinkers for generations. As a leading American manufacturer, we drive economic prosperity nationwide through investments in our people, facilities, and communities.

We are home to the nation's most iconic beer and beyond beer brands, including Michelob ULTRA, Busch Light, Budweiser, Bud Light, Stella Artois, and Cutwater, as well as industry-leading regional craft brands. From our longstanding efforts to support American farmers, military, veterans, and first responders, to emergency drinking water donations and responsible drinking programs, we are guided by our commitment to the communities we call home and the 65,000 hardworking Americans who bring our beer to life. That's who we are. For more information, visit www.anheuser-busch.com or follow Anheuser-Busch on [LinkedIn](#), [X](#), [Facebook](#), and [Instagram](#).