



OFFICIAL CANNED COCKTAIL SPONSOR

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PGA TOUR taps Cutwater as Official Canned Cocktail in expanded partnership with Anheuser-Busch

Cutwater, the #1 spirits-based ready-to-drink canned cocktail in the U.S., tapped as latest Official Marketing Partner of the PGA TOUR and PGA TOUR Champions*

SAN DIEGO and PONTE VEDRA BEACH, FLORIDA – The PGA TOUR and Anheuser-Busch today announced an expansion of their marketing relationship, tapping the popular Cutwater brand as the Official Canned Cocktail of the PGA TOUR and PGA TOUR Champions.

The agreement, which currently runs through 2030, will see Cutwater engage across the PGA TOUR landscape, centered around media and digital placements on various PGA TOUR platforms. Cutwater will also have an on-site presence for fans at the TOUR's flagship event, THE PLAYERS Championship, two FedExCup Playoffs events, the FedEx St. Jude Championship and season-ending TOUR Championship, as well as other premier events including the Farmers Insurance Open and Cognizant Classic.

“We are excited to introduce Cutwater’s award-winning canned cocktails to PGA TOUR fans as our 2026 season kicks into gear,” said Dan Glod, PGA TOUR Executive Vice President, Corporate Partnerships. “We look forward to doing so alongside one of our longest tenured partners in Anheuser-Busch as we unlock fresh new ways to connect with our fans and players.”

Founded in 2016, Cutwater has established itself as a leader in premium ready-to-enjoy cocktails and became part of the Anheuser-Busch family in 2019. Known for its high-quality ingredients, Cutwater is the #1 spirits-based ready-to-drink canned cocktail in the U.S.*

“We could not be more thrilled to bring Cutwater’s award-winning canned cocktails to golf fans and the PGA TOUR as an official partner,” said Steve Wolf, Vice President of Beyond Beer at Anheuser-Busch. “Social entertaining is the common thread between our portfolio of real cocktails and the sport of golf, making this partnership a no-brainer. Anheuser-Busch’s partnership with the PGA TOUR is second to none, and it’s an extraordinary opportunity for Cutwater to join our company’s legacy of brands showing up for golf fans across the country.”

One of the TOUR's longest-tenured Official Marketing Partners, Anheuser-Busch began its partnership with the PGA TOUR in 1994 and added Michelob ULTRA as an official sponsor of the TOUR in 2002. In 2025, the company added a global rights category to its agreement that offered the brand untapped opportunities with golf globally and enhanced activation with the Presidents Cup. As part of its expanded partnership that year, Michelob ULTRA Zero was also named the "Official Non-Alcohol Beer of the PGA TOUR and PGA TOUR Champions".

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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 events 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. PGA 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 operates PGA TOUR Studios—a state-of-the-art production studio redefining golf content for fans worldwide—and has long-term domestic distribution partnerships for broadcast coverage on CBS, NBC and Golf Channel, with video streaming service on ESPN+ and additional coverage on multiple Free Ad-Supported Television (FAST) channels. Internationally, the PGA TOUR Studios-produced World Feed is available across 200+ countries and territories in 30 languages via 39 broadcast and digital partners. To date, events across all Tours have generated more than \$4 billion in charitable giving. Fans can follow the PGA TOUR at PGATOUR.COM, on the app and in multiple languages across their favorite social media pages.

About Cutwater

Anheuser-Busch-owned Cutwater, the most awarded canned cocktail brand in the U.S., is a San Diego-based distillery known for its award-winning lineup of 20+ canned cocktail classics made from its portfolio of bottled spirits that span nearly every spirits category. In 2017, Cutwater was established as a separate entity from the brewery and now operates from a 50,000-square-foot distillery and production facility, which includes a world-class tasting room and restaurant. To date, Cutwater has earned over 3,000 awards across its portfolio of products and is distributed in 50 states. Learn more at www.CutwaterSpirits.com or follow @cutwaterspirits on Instagram, X and Facebook.

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](#).

* Circana TUS HB *Geo FY w/e 12/28/25*

** Circana TUS HB *Geo L4W w/e 09/14/25*

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