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Anheuser-Busch Partners with Ibotta to Offer Cash Back on Beer Purchases at Grocers, Convenience Stores, Bars and Restaurants

Partnership allows Anheuser-Busch to increase brand engagement, loyalty and sales through cash rebates on Ibotta app

DENVER, March 3, 2016 /PRNewswire/ -- [Ibotta](#), the leading mobile shopping app that pays consumers cash back on their everyday purchases, today announced a preferred partnership with Anheuser-Busch to offer beer shoppers cash-back rebates on Anheuser-Busch products through the Ibotta app. The partnership, which runs through February 2018, will provide Ibotta shoppers over the age of 21 with special offers on the sale of beer at convenience, grocery and liquor stores, as well as bars and restaurants where legally permitted across the country.



According to a [2015 Nielsen survey](#), millennials don't want to sacrifice taste or quality when purchasing alcoholic beverages, but they're also deal seekers who won't hesitate to download available store coupons from apps on their smartphone or tablet. Now, through this partnership, more than 14 million Ibotta users will have an Anheuser-Busch rebate available to redeem at any time, receiving the best of both worlds – the world's leading beer brands and money back in their pockets.

"Anheuser-Busch's bet on mobile, and more specifically on Ibotta, speaks volumes to our ability to grow into the leading mobile media platform connecting brands and customers in all the places where they are already shopping," said Bryan Leach, founder and CEO at Ibotta. "This partnership is a clear indication that the beer, wine and spirits market is moving toward new innovations in technology to give brands and their consumers the biggest bang for their buck."

Currently in the app, consumers can earn up to \$5 cash back on a number of Anheuser-Busch brands—including Budweiser®, Bud Light®, Shock Top®, Michelob ULTRA®, and Stella Artois®—whether they are ordering at their favorite bar or shopping at the nearest convenience, grocery or liquor store.

"We prioritize innovation at Anheuser-Busch, and look for ways to use it to enhance the consumer experience," said Michael Zacharias, Vice President, Trade Marketing, Category Leadership, and Sales Technology for Anheuser-Busch. "Our goal is to lead our industry in digital and mobile technology, so we're thrilled to partner with Ibotta to engage with both our retail partners and consumers in a new way. Ibotta allows us to deliver compelling offers and content from our brands to a shopper's mobile device as part of their shopping trip."

In states where permitted, shoppers of legal drinking age can redeem a cash rebate upon verifying they are at least 21 years of age. Once confirmed, shoppers can access cash rebates for their favorite Anheuser-Busch beers on iOS and Android smartphones. For a full list of Anheuser-Busch rebates, please click [here](#) or download the Ibotta app at the [App Store](#) or via [Google Play](#).

Since its launch in 2012, Ibotta has partnered with thousands of brands and retailers to put more than \$60 million back in shoppers' pockets. For more information about Ibotta, visit <http://www.ibotta.com>.

About Ibotta

Headquartered in Denver, CO, [Ibotta](#) is transforming the consumer shopping experience by making it easy for shoppers to earn cash back on their mobile phones. The company partners with leading brands and retailers to offer cash back on groceries, electronics, clothing, gifts, home and office supplies, and to date has paid out more than \$60 million in earnings to shoppers. Launched in 2012, Ibotta has more than 14 million downloads and is one of the most frequently used apps in the U.S. For more information, please visit www.ibotta.com.

About Anheuser-Busch

For more than 160 years, Anheuser-Busch and its world-class brewmasters have carried on a legacy of brewing America's most-popular beers. Starting with the finest ingredients sourced from Anheuser-Busch's family of growers, every batch is crafted using the same exacting standards and time-honored traditions passed down through generations of proud Anheuser-Busch brewmasters and employees. Best known for its fine American-style lagers, Budweiser and Bud Light, the company's beers lead numerous beer segments and combined hold 46.4 percent share of the U.S. beer market. Budweiser and Bud Light Lime Lime-A-Rita were named Brands of the Year for the Beer and the Spirits, Malt Beverages and Wine categories, respectively, by Ace Metrix® in 2014. Anheuser-Busch is the U.S. arm of Anheuser-Busch InBev and operates 16 local breweries, 17 distributorships and 23 agricultural and packaging facilities across the United States, representing a capital investment of more than \$15.9 billion. Its flagship brewery remains in St. Louis, Mo., and is among the global company's largest and most technologically capable breweries. Visitor and special beermaster tours are available at its St. Louis and five other Anheuser-Busch breweries. For more information, visit www.anheuser-busch.com.

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