

Anheuser-Busch To Release Sweeter Bud Light

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ST. LOUIS (AP) -- Anheuser-Busch is coming out with a sweeter, more alcoholic version of Bud Light as it tries to build on the popularity of one of its top beers.

Bud Light Platinum will have a slightly sweeter taste, 6 percent alcohol by volume and come in a cobalt blue bottle. The brewer said Thursday that the new product will hit shelves in late January.

A number of major brewers are struggling with softer beer sales in the U.S. as the economy has hurt consumer spending. Parent company Anheuser-Busch InBev reported Wednesday that its profit was up despite selling less beer around the world.

However, Bud Light has beat the trend and continues to grow in popularity. The company said the new brew is a more upscale option for drinkers of light beer.

[SOURCE](#) [1]

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