

# Anheuser-Busch to Lay Off Workers in 'Every Corporate Function'

The company said in an email that frontline employees are not affected.

By **S.L. Fuller** | July 27, 2023

Anheuser-Busch is eliminating jobs "across every corporate function," a spokesperson said via email, which will result in layoffs "representing less than 2%" of its U.S. workforce. The CPG employs more than 19,000 people nationwide, which means 2% would be about 380 employees.

A report from The Wall Street Journal said an internal restructure eliminated corporate and marketing roles at several offices, including St. Louis, New York and Los Angeles.

The restructure "will simplify and reduce layers" within the CPG, the spokesperson said. Frontline workers — such as brewery and warehouse staff, drivers, and field sales — are not affected.

"While we never take these decisions lightly, we want to ensure that our organization continues to be set for future long-term success," CEO **Brendan Whitworth** said in an emailed statement.

Though Anheuser-Busch did not mention the **Bud Light marketing saga**, the connection is plausible. The CPG already reorganized its marketing department in the wake of working with social media influencer **Dylan Mulvaney**, who identifies as transgender, which elicited backlash from some consumers. Anheuser-Busch put two marketing executives on leave and appointed a new head marketer for Bud Light.

Sales of Bud Light have been slipping so much that **Constellation Brands' Modelo Especial** overtook it as the top beer in U.S. retail sales for the four weeks ending June 3. During that time, Modelo had 8.4% of U.S. retail beer sales, while Bud Light was second-best at 7.3% share.

Anheuser-Busch has continued to lose share — 480 basis points in the four weeks ending July 15 — while **Molson Coors** gained 210 basis points of dollar share and Constellation Brands gained 200, according to **Wedbush** analysts.

Last month, Anheuser-Busch filed a memo with the **Securities and Exchange Commission** outlining a three-pronged strategy to deal with the fallout. "Investing to protect jobs" of frontline employees was one the priorities," as well as "providing financial assistance" to independent wholesalers and starting a summer marketing blitz for the brand.

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