

**DEPARTMENT OF THE TREASURY  
ALCOHOL AND TOBACCO TAX AND TRADE BUREAU  
ABSTRACT AND STATEMENT**

NOT IN SUIT

For briefing offers in compromise of liabilities and/or violations incurred under sections 4181 and 4182 and Chapters 51 and 52 of the Internal Revenue Code and/or liabilities and/or violations incurred under the Federal Alcohol Administration Act.

1. OFFER SUBMITTED BY (Name and address)  Anheuser-Busch, LLC One Busch Place St. Louis, Missouri 63118	OFFER IN COMPROMISE	
	2. ORIGINATING OFFICE Trade Investigations Division	3. AMOUNT OF OFFER \$5,000,000.00
	4. PERMIT, LICENSE, OR REGISTRY NO. (if applicable) [REDACTED]	
	5. CASE NUMBER [REDACTED]	
	6. DOLLAR AMOUNT OF LIABILITY BEING COMPROMISED (if applicable) \$	
	7. TAXPAYER IDENTIFICATION NUMBER [REDACTED]	

8. CHARGE  
VIOLATIONS:

The Alcohol and Tobacco Tax and Trade Bureau (TTB) alleges that Anheuser-Busch, LLC ("A-B") violated the trade practice laws set forth in 27 U.S.C. § 205 by: entering into sponsorship agreements with various entities in the sports and entertainment industries requiring concessionaires and other retailers to purchase A-B's malt beverages and prohibiting them from purchasing specific competitor brands; inducing sports industry concessionaires to purchase A-B's malt beverages by furnishing fixtures, equipment, and services; reimbursing, through credit card swipes, retailers for the cost of installing malt beverage draft dispensing systems, thereby inducing them to purchase A-B's malt beverages; requiring retailers to purchase A-B's malt beverages in return for such retailers' use of equipment A-B furnished them free of charge or below market value; using third parties (business entities and payment services) to provide money or things of value to retailers in exchange for placement of A-B's malt beverages; and paying retailers purportedly for items such as consumer samplings, when, in fact, the retailers did not receive the goods or services purportedly purchased, and such payments were actually for A-B product placement.

BSUINESS IN WHICH ENGAGED:

The proponent is a brewer, wholesaler, and importer of alcohol beverages.

DATE OR PERIOD AND LOCATION OF VIOLATIONS:

The alleged violations occurred at various times and dates prior to the submission of the Offer in Compromise, including but not limited to July 1, 2016 through December 31, 2018. The alleged violations occurred at the proponent's premises at One Busch Place, St. Louis, Missouri 63118, and other locations throughout the United States.

AMOUNT AND TERMS OF OFFER:

The proponent has submitted an offer of \$5,000,000.00 in compromise of the above alleged violations to be paid on or before July 3, 2020.

RECOMMENDATIONS:

The Deputy Assistant Administrator, Business Operations, Office of Permitting and Taxation, recommends acceptance of the offer. A-B cooperated during the investigation and has since created a function dedicated to Ethics and Compliance and has employed new tools to maintain compliance with the Federal Alcohol Administration Act. In view of the above facts, acceptance of this Offer in Compromise is warranted.

9. I have considered the proposition to compromise the liability as charged herein, and, for the reasons embodied in the above abstract and statement, am of the opinion that it will be for the best interest of the United States to  ACCEPT  REJECT the terms proposed.

10. SIGNATURE AND TITLE [REDACTED]	11. DATE 7/2/2020
---------------------------------------	----------------------