

# **AB InBev Buys Czech Brewer to Reclaim 'Budweiser'**

Associated Press

PRAGUE (AP) — Anheuser-Busch InBev, the world's largest brewer, has acquired a small Czech brewery, Samson, in an effort to strengthen its claim to the trademark name of Budweiser.

Currently, AB InBev is in a legal battle globally over the name with Budvar, another Czech brewer.

Budvar and Samson are based in the town of Ceske Budejovice, also known as Budweis, from which the traditional Budweiser beer is made.

AB InBev already owned the parent company of Samson, giving it the right to the name in the Czech Republic alongside Budvar. With the deal announced Wednesday, it will also take over Samson's production, possibly bolstering its legal position when claiming the right to the name in other countries.

Budvar, a state-owned company, said the deal would not affect its business or trademarks.

**Source URL (retrieved on 01/26/2015 - 10:26pm):**

<http://www.foodmanufacturing.com/news/2014/07/ab-inbev-buys-czech-brewer-reclaim-budweiser>