

Anheuser-Busch Will Be the Top Advertiser in Super Bowl 60

Anheuser-Busch has revealed its plans for Super Bowl 2026, with the largest U.S. brewer planning to feature three of its flagship brands during the Big Game.

Super Bowl LX, airing Feb. 8, will be the launchpad for new creative featuring Budweiser, Bud Light, and Michelob Ultra. With 2.5 minutes of commercials during the broadcast, Anheuser-Busch will be the Big Game's biggest advertiser across all categories. The brewer has been the official beer sponsor of the NFL for more than 20 years; however, the company's alcohol exclusivity for the Super Bowl ended in 2022.

"We're now in a one-of-a-kind year for sports and entertainment in America, and we're primed to kickstart our plans at Super Bowl," said Anheuser-Busch chief commercial officer Kyle Norrington. "As one of the most prolific advertisers in Super Bowl history, our new spots will provide fans with the first look at what they can expect throughout this extraordinary year as our portfolio of brands show up to celebrate unparalleled events, including the World Cup, the Winter Olympics, America's 250th birthday, and Budweiser's 150th anniversary."

Budweiser's big anniversary

As the best-selling and fastest-growing beer brand in the U.S., per Circana, Michelob Ultra's advertising continues to speak to people who lead active lifestyles. The beer's Super

Bowl 2026 commercial will highlight “America’s competitive spirit” and tee up its Team USA sponsorship at the 2026 Milan Cortina Winter Olympic Games.

Last year, Budweiser had to scramble to turn a regional ad into a Super Bowl 59 commercial after receiving a huge fan reception for its determined Clydesdale foal. For Super Bowl 60, the brand will keep its tone more serious with an ad that “honors its longstanding—and ongoing—legacy in American culture.”

This year marks Budweiser’s 150th anniversary, as well as America’s 250th birthday, so expect “an empowering, heartfelt national commercial that captures how its beer is not only made in America; it’s made of America,” according to Anheuser-Busch.

Bud Light will retain its irreverent tone for the 2026 Super Bowl with an ad featuring celebrities showing off their “willingness to do anything” for a cold one. Perhaps even an on-air keg stand, as the commercial will feature “the universal fixture of any great Super Bowl LX party: the keg.”

All three commercials will also air during the game’s Spanish and streaming broadcasts, in addition to retail and OOH placements in key markets and pre- and post-game activations, such as a Post Malone concert on Feb. 6 sponsored by Bud Light.

Budweiser is also releasing a Heritage Can Series with four designs showcasing the beer’s history, available in time for the game.

Super Bowl 60 airs Feb. 8 on NBC, Peacock, and Telemundo. Super Bowl ads have been sold out since late August.

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