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Anheuser-Busch Invests $9.2 Million to Expand Michelob ULTRA Production in Georgia

Cartersville brewery upgrades aim to meet rising demand as Michelob ULTRA leads sales growth and supports local jobs and economy

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Anheuser-Busch has announced a $9.2 million investment in its Cartersville, Georgia brewery to expand production capacity for Michelob ULTRA, the fastest-growing beer brand in the United States. The company made the announcement on Monday, stating that the funds will be used to upgrade brewing equipment at the facility, which has

been operating since 1993.

The Cartersville brewery currently produces 48 different products that are distributed to 32 states across the country. With this new investment, Anheuser-Busch aims to meet rising demand for Michelob ULTRA, which has become the top-selling beer in the Southeast and continues to gain market share nationwide. The company cited data from Circana showing Michelob ULTRA's leading position in sales growth as of mid-August.

This move is part of Anheuser-Busch's broader Brewing Futures initiative, a commitment to invest more than $300 million in U.S. facilities to support manufacturing jobs and local economies. Since 2020, the company has invested over $230 million in the Cartersville brewery alone and nearly $2 billion across its 100 U.S. facilities over the past five years.

Brendan Whitworth, CEO of Anheuser-Busch, said that ongoing investments in people, breweries, and communities are essential for driving local economic growth and providing more American-made products to consumers. He emphasized that expanding production at Cartersville will help meet consumer demand while supporting jobs in Georgia.

Georgia State Representative Matthew Gambill of Cartersville welcomed the announcement, highlighting Anheuser-Busch's role in boosting economic vitality and job creation in the region. He noted that continued investment ensures Cartersville remains a leader in industry innovation and growth.

The Cartersville brewery's expansion comes as Michelob ULTRA strengthens its presence as a lifestyle brand associated with sports and wellness. The beer is an official sponsor of Major League Soccer, the PGA Tour, and several upcoming global sporting events including the 2026 FIFA World Cup and Olympic Games in Milan and Los Angeles.

Anheuser-Busch's latest investment reflects both increased consumer demand for low-calorie beers like Michelob ULTRA and the company's strategy to maintain its leadership in the American brewing industry. The upgrades at Cartersville are expected to enhance production efficiency and support continued growth for one of the country's

most popular beer brands.