

Context is King for the King of Beers: The “No Corn Syrup” Injunction Gets Sticky

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by Connor J. Hansen

Anyone who saw the Special Delivery commercial during the Super Bowl is familiar with Bud Light’s “No Corn Syrup” campaign. The Special Delivery commercial made it pretty clear that Miller Light and Coors Light are *brewed with* corn syrup whereas Bud Light is brewed with rice. As the campaign evolved to include dozens of commercials, print advertisements, and social media posts, Anheuser-Busch dropped the “brewed with” language in favor of bare statements that Bud Light has “No Corn Syrup.” Comparative advertisements go even further, by displaying Miller Light or Coors Light in direct association with the words corn syrup:

Related People

- Connor J. Hansen

Related Capabilities

- Trademark, Copyright + Advertising
- Intellectual Property Litigation



**No
corn
syrup.**



**Yes
corn
syrup.**

