

Busch Light introduces new lime flavour

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Just after the successful return of Busch Light Apple, Busch Light announces its latest bold flavour innovation for the summer: Busch Light Lime.

Busch Light Lime is a crisp, refreshing lime-flavoured lager that features a hint of sweetness at the front and a clean beer finish at the back. Lime is a widely enjoyed flavour known for its distinct tartness and zest, making it an ideal choice for hot weather. This new offering provides fans with another fruit-forward lager to enjoy during their summer outdoor adventures.

Busch Light is no stranger to innovation; it is currently the second fastest-growing brand in the beer industry this year. Following overwhelming fan demand for Busch Light Apple, which had its last appearance on shelves in 2022, the company paid attention to its customers. After receiving countless comments urging the return of this beloved drink, Busch Light listened and reintroduced the product in May. Busch Light Apple has become the #1 beer innovation of the year, outselling its nearest competitor by nearly three times, with over 1.2 million cases sold since its relaunch. Within just four weeks, Busch Light Apple has gained a 0.81 share, solidifying its reputation as one of the ultimate summer beers.

The innovation does not stop there. In 2023, Busch Light also launched Busch Light Peach, a limited-edition summer lager that became the #1 innovation across the entire beer industry in its first year. Busch Light's flavoured lagers consistently rank first in sales rate among fruit-flavoured beers when available in the market. Now, with the introduction of the delicious Lime flavour, Busch Light continues its tradition of offering beloved limited-time flavours like Apple and Peach.