
A SENATE RESOLUTION

To request that Budweiser cease and desist from describing Palau and all of the Pacific Island nations as a “Bud Nation”, and to encourage the Association of Pacific Island Legislators (APIL) to adopt a parallel resolution requesting the same action.

WHEREAS, Budweiser is pursuing an advertising campaign in which it describes Palau and other Pacific Island nations as a “Bud Nation”; and

WHEREAS, Budweiser did not consult with any authority to seek endorsement or approval of this description; and

WHEREAS, the term “Bud Nation” at its worst inaccurately suggests that these islands are peopled by alcoholics and unceasing drinkers of Budweiser; and

WHEREAS, there are many who find this description derogatory and racist; and

WHEREAS, these advertisements also may run afoul of Palau’s Consumer Protection Act, which prohibits unfair and deceptive acts and practices such as representing or creating a likelihood of confusion or misunderstanding that goods or services have sponsorship, approval, or certification that they do not have; and

WHEREAS, no person of authority in Palau has given permission for Budweiser to suggest that it is recognized by Palau as the official beer of Palau or that it is in any way sponsored by Palau; and

WHEREAS, the advertising campaign is a marketing effort designed to increase consumption of alcohol; and

WHEREAS, it is the responsibility and the power of the Olbiil Era Kelulau to provide for the general welfare, peace, and security of the Republic and its people; and

WHEREAS, alcohol abuse is a serious concern to the people of Palau, who in a 2006 study identified alcohol abuse as the top perceived community problem in a Situational Analysis of Injury in Palau, and who in 2005 found that roughly 65% of all motor vehicle accidents were alcohol related, and who in a 2004 study cited alcohol abuse as the primary area that required immediate attention in their hamlets; and

