

# Budweiser's intimate, dangerous way to make Facebook friends

The brewing company's Brazilian arm creates cups, which, if you clink them together to say cheers, turn both parties into Facebook friends. Oh, how difficult.

by [Chris Matyszczyk](#) | April 27, 2013 2:06 PM PDT



The more Buds, the more friends?

(Credit: Budweiser Brazil/YouTube Screenshot by Chris Matyszczyk/CNET)

So you've had a couple of beers.

You meet a nice person of your target sex. Well, they seem nice, given that you've had a couple of beers.

At some point, one of you raises your beer cup to clink cups with the other.

The minute the cups clink, you are indelibly linked. At least you are if you're using Budweiser's special Facebook-friending cups.

### **I am intimately grateful to HyperVocal**

**[<http://hypervocal.com/news/2013/budweiser-buddy-cup-facebook/>]** for warning me of this new creation, which comes from Budweiser in Brazil.

The so-called "Buddy Cup" requires you to use your cell phone to expose your Facebook profile to the chip that's embedded in the cup.

Then, as you continue to drink and make friends, all you need to identify them (and yourself as being with them) is to clink cups and your two Facebook profiles will be linked for all the world (or enough of it, at least) to see.

This is social serendipity. Or merely slightly dippity.

Some might be engaged by the idea that all it takes to make yet another Facebook friend is to drink a little beer and touch the cup of another.

However, some might already be engaged. So the mere offering of cheers can cause a proffering of nasty words from their fiancée when they get home. Should they get home.

Facebook, by its very nature, means exposure. It means putting yourself out a little further every day.

This touching little device allows others to believe that you have been out, in search of, well, company. And you've instantly found it.

### **More Technically Incorrect**

- **Gingrich to world: Rename the cell phone [[http://www.cnet.com/8301-17852\\_3-57584094-71/gingrich-to-world-rename-the-cell-phone/](http://www.cnet.com/8301-17852_3-57584094-71/gingrich-to-world-rename-the-cell-phone/)]**
- **After teen is shot, mom allegedly goes first to WebMD [[http://www.cnet.com/8301-17852\\_3-57584092-71/after-teen-is-shot-mom-allegedly-goes-first-to-webmd/](http://www.cnet.com/8301-17852_3-57584092-71/after-teen-is-shot-mom-allegedly-goes-first-to-webmd/)]**
- **Suspected ID thief exposed by food porn on Instagram [[http://www.cnet.com/8301-17852\\_3-57584089-71/suspected-id-thief-exposed-by-food-porn-on-instagram/](http://www.cnet.com/8301-17852_3-57584089-71/suspected-id-thief-exposed-by-food-porn-on-instagram/)]**
- **Twitter: Don't you dare tweet your mom for Mother's Day [[http://www.cnet.com/8301-17852\\_3-57584046-71/twitter-dont-you-dare-tweet-your-mom-for-mothers-day/](http://www.cnet.com/8301-17852_3-57584046-71/twitter-dont-you-dare-tweet-your-mom-for-mothers-day/)]**
- **Jimmy Kimmel gets celebrities to humiliate Twitter trolls [[http://www.cnet.com/8301-17852\\_3-57584042-71/jimmy-kimmel-gets-celebrities-to-humiliate-twitter-trolls/](http://www.cnet.com/8301-17852_3-57584042-71/jimmy-kimmel-gets-celebrities-to-humiliate-twitter-trolls/)]**

I am sure that some will be vastly entertained by waking up after a night when they got truly toasted to discover how many people they truly toasted.

There is, something, though, that seems even more disturbing about this idea and the video that accompanies it.

It's the tagline: "The More Buds, The More Friends."

Might this be scientifically proven? Or could it be a slightly perverse fantasy?

My own research tells me that the more Buds people drink, the less friendworthy they become.

Their speech begins to resemble a baboon's expectoration and their demeanor can range between the intolerably knowledgeable and the boorish.

Surely it's worth using slightly more discreet ways to make contact with your fellow human. You know, like requesting their names and phone numbers.

Originally posted at *Technically Incorrect* [[http://www.cnet.com/8301-17852\\_3-57581750-71/budweisers-intimate-dangerous-way-to-make-facebook-friends/](http://www.cnet.com/8301-17852_3-57581750-71/budweisers-intimate-dangerous-way-to-make-facebook-friends/)]

[<http://www.cnet.com/profile/ChrisMatyszczczyk/>]



[Matyszczczyk \[http://www.cnet.com/profile/ChrisMatyszczczyk/\]](http://www.cnet.com/profile/ChrisMatyszczczyk/)

an award-winning creative director who advises major content creation and marketing. He brings an irreverent, sarcastic, and sometimes heroic voice to the tech world.

## Don't Miss



[Will Verizon ever sell a Samsung Galaxy S4 with more storage?](http://news.cnet.com/8301-1035_3-57584004-94/will-verizon-ever-sell-a-samsung-galaxy-)

CNET

[[http://news.cnet.com/8301-1035\\_3-57584004-94/will-verizon-ever-sell-a-samsung-galaxy-](http://news.cnet.com/8301-1035_3-57584004-94/will-verizon-ever-sell-a-samsung-galaxy-)





[s4-with-more-storage/\]](#)

[Two Spocks go where many men have gone before:](#)

...

[CNET](#)

[\[http://news.cnet.com/8301-17938\\_105-57583286-1/two-spocks-go-where-many-men-](http://news.cnet.com/8301-17938_105-57583286-1/two-spocks-go-where-many-men-)



[have-gone-before-the-golf-club/\]](#)

[How your brain is wired to start learning a](#)

...

[aralifestyle.com](http://www.aralifestyle.com)

[\[http://www.aralifestyle.com/article.aspx?userfeedguid=9c3ed029-e326-4201-89f8-](http://www.aralifestyle.com/article.aspx?userfeedguid=9c3ed029-e326-4201-89f8-)



[1de4f79b4b03&articleid=3548&comboid=23547\]](http://www.taxrates.com/blog/2013/04/23/marketplace-fairness-will-third-vote-be-the-charm/)  
[Will Third Vote Be the ...](#)

[Marketplace Fairness:](#)

[taxrates.com](http://www.taxrates.com)

[\[http://www.taxrates.com/blog/2013/04/23/marketplace-fairness-will-third-vote-be-the-charm/\]](http://www.taxrates.com/blog/2013/04/23/marketplace-fairness-will-third-vote-be-the-charm/)

about these links



## Member Comments

**18 Comments/****3 people following** [Log in](#)

**Commenting FAQs** [[http://www.cnet.com/2706-1\\_1-1954.html](http://www.cnet.com/2706-1_1-1954.html)] Post to:  
**/ Guidelines** [[http://www.cnet.com/2706-1\\_1-1947.html](http://www.cnet.com/2706-1_1-1947.html)] + Follow conversation Post Comment As...  
[Newest](#) | [Oldest](#) | [Top Comments](#)

**Triviadave** [<http://www.cnet.com/profile/Triviadave>]

May 6, 2013

I'm not a big fan of instant Facebook stuff, but the biggest put-off for me would be having to drink Budweiser. Horrible drink, I don't know how they can call it King of Beers.

/ [like](#) [[\]](#) [reply](#) [[\]](#)

**Jimmy Logan** [<http://www.cnet.com/profile/Jimmy+Logan>]

Apr 28, 2013

Could not agree more, really what's the point. who cares what U had for breakfast.

/ [like](#) [[\]](#) [reply](#) [[\]](#)

**DMoore1101** [<http://www.cnet.com/profile/DMoore1101>]

Apr 27, 2013

Facebook has been uncool for some time now. Very cringeworthy to see some people still posting what they had for breakfast, and tonnes of baby pictures. I hardly use it now, except to keep in touch with friends and family oversees in a very controlled way.

/ [2like](#) [\[\]reply](#) [\[\]](#)

**sudoshmoo** [\[\]](#)

Apr 28, 2013

**@DMoore1101** [\[http://www.cnet.com/profile/DMoore1101\]](http://www.cnet.com/profile/DMoore1101) I agree completely ! you forgot newly weds. They are the worst !

/ [like](#) [\[\]reply](#) [\[\]](#)

**Ronald\_Wintrick** [\[http://www.cnet.com/profile/Ronald\\_Wintrick\]](http://www.cnet.com/profile/Ronald_Wintrick)

Apr 28, 2013

**@DMoore1101** [\[http://www.cnet.com/profile/DMoore1101\]](http://www.cnet.com/profile/DMoore1101) Facebook's latest thing-promoted posts- and that fact that now unless you pay hardly anyone will see your posts- was the last straw. Got rid of Facebook and Twitter both. The big 'thing' on Twitter is all these people who follow you and then unfollow you, to get their numbers of followers much higher than those they follow. Facebook and Twitter are both uncool.

How much money does the owner of Facebook need anyway? Guy's got billions and just can't get enough.

/ [like](#) [\[\]reply](#) [\[\]](#)

**Frobozz149** [\[http://www.cnet.com/profile/Frobozz149\]](http://www.cnet.com/profile/Frobozz149)

Apr 28, 2013

**@DMoore1101** [\[http://www.cnet.com/profile/DMoore1101\]](http://www.cnet.com/profile/DMoore1101) Because being cool is all that matters.

/ [like](#) [\[\]reply](#) [\[\]](#)

**David\_G.** [\[http://www.cnet.com/profile/David\\_G.\]](http://www.cnet.com/profile/David_G.)

Apr 28, 2013

**@DMoore1101** [<http://www.cnet.com/profile/DMoore1101>] You can simply unfollow people that post useless news. You filter like this for a week and bam! You only have important and nice news about people you really care about. Another good idea is to only add real friends. And a final trick is to delete people you don't see/wanna see anymore. With those 3 small tricks, you'll have a very useful and nice facebook like mine! ^\_^

/ **1 like** [**reply**]

**Jimmy Logan** [<http://www.cnet.com/profile/Jimmy+Logan>]

Apr 28, 2013

**@DMoore1101** [<http://www.cnet.com/profile/DMoore1101>] Touchy

/ **like** [**reply**]

**Jack K1** [<http://www.cnet.com/profile/Jack+K1>]

Apr 27, 2013

All it means is I create a fake account before I go out drinking. No big deal.

/ **2 like** [**reply**]

**n\_djinn** [[http://www.cnet.com/profile/n\\_djinn](http://www.cnet.com/profile/n_djinn)]

Apr 27, 2013

**@Jack K1** [<http://www.cnet.com/profile/Jack+K1>] I gather that you have to link your FB account to the cup. Otherwise nothing happens. They showed someone scanning the cup in Bud's app to link your account. No need for the fake account (though that might be worth doing anyway,

/ [like](#) [[\]](#) [reply](#) [[\]](#)

**[Mandarbjair](http://www.cnet.com/profile/Mandarbjair) [<http://www.cnet.com/profile/Mandarbjair>]**

Apr 28, 2013

**[@Jack K1](http://www.cnet.com/profile/Jack+K1) [<http://www.cnet.com/profile/Jack+K1>]** You are aware that fake accounts and accounts under a pseudonym are explicitly forbidden under the facebook terms and conditions?

They need and want your real name, otherwise it's not worth cash, and since they went public they need to prove their worth, and their intrinsic worth is data that can be linked to a real person. Otherwise the data isn't worth much.

/ [like](#) [[\]](#) [reply](#) [[\]](#)

**[Blu3bomb3rx](http://www.cnet.com/profile/Blu3bomb3rx) [<http://www.cnet.com/profile/Blu3bomb3rx>]**

Apr 29, 2013

Yes because everyone follows the rules of Facebook down to the 'T'. Though I understand your point, it's a bit miss. Firstly, how would Facebook know that the account had false information? Secondly, How can they stop people from creating fake accounts? And Lastly, Who the heck cares? I don't see social media lasting more than a few years, Facebook a lot less than that.

/ [like](#) [[\]](#) [reply](#) [[\]](#)

**[David\\_G.](http://www.cnet.com/profile/David_G.) [[http://www.cnet.com/profile/David\\_G.](http://www.cnet.com/profile/David_G.)]**

Apr 28, 2013

**[@Jack K1](http://www.cnet.com/profile/Jack+K1) [<http://www.cnet.com/profile/Jack+K1>]** LOL, really good idea. A drinking account! ^\_^ Or they could put those "new friends" in a special list named "beer buds". This way it wouldn't mess your real friends list.



/ [like](#) [[\]](#) [reply](#) [[\]](#)

**[AndreKen \[http://www.cnet.com/profile/AndreKen\]](http://www.cnet.com/profile/AndreKen)**

Apr 27, 2013

1-) Budweiser does not have a Brazilian arm - its the opposite. Budweiser is an arm of InBev, a Belgian-Brazilian Brewing company. In Brazil, AmBev sells the Budweiser brand as premium product.

2-) That's seems to be an Ad created specially to the Cannes Ad Festival, a obsession among Brazilian ad agencies.

3-) There are worse jokes about this idea. Here in Brazil people says that there is no such thing as an ugly woman - you simply did not drink enough.

/ [2like](#) [[\]](#) [reply](#) [[\]](#)

**[asfsddfdd11 \[http://www.cnet.com/profile/asfsddfdd11\]](http://www.cnet.com/profile/asfsddfdd11)**

Apr 27, 2013

How about male and female condoms which do the same thing?

/ [1like](#) [[\]](#) [reply](#) [[\]](#)

**[Blu3bomb3rx \[http://www.cnet.com/profile/Blu3bomb3rx\]](http://www.cnet.com/profile/Blu3bomb3rx)**

Apr 29, 2013

Last time I checked women didn't need to wear condoms...

/ [like](#) [[\]](#) [reply](#) [[\]](#)

**[dkpickard \[http://www.cnet.com/profile/dkpickard\]](http://www.cnet.com/profile/dkpickard)**

Apr 27, 2013

Oh this is a divorce lawyer's wet dream.

/ 1 like [reply]

**brianswanner1 [http://www.cnet.com/profile/brianswanner1]**

Apr 27, 2013

WOW! that is just sooo...

/ like [reply]

**Add Your Comment [#postComments]**

@CBS Interactive. All rights reserved.