

Joe's Take on the Bud Light Controversy

The Joe Rogan experience Yeah you got that guy Keith You got Lucas There's a lot of good guys a lot of good women there A lot of good There's a couple of non bars We got at least one checking on the It's a diverse group We gave him his own Bud Light After the first week we put his face on a can Do you have any beer Yeah you want a beer I think a light Let's get some Bud Lights Let's do this in support of Bud Light in their times of allies by getting a little day We're gonna be allies you know because Kid Rock and Travis tr have put the fucking hammer down I know they were really fucking fighting the good fight man Here's my take like what you're what you're doing what they're doing is just spreading the brand to uh an extra group of people Why if something is good Do you give a fuck Who's got it Like will we do this with cheesecake Like you know what I'm saying Like if there was like a bomb ass cheesecake and all of a sudden you know some radical group like Antifa really got into the cheesecake who'd be like fuck this And if the like if the cheesecake factory sent Antifa a cheesecake you know for 10 more years of chaos you know like a celebratory celebratory If only ISIS had bear claw doughnuts I'm still eating those But on the other hand I love Kid Rock's video because I love that I love cheers Cheers man I love that kind of thinking Not even that I agree with it I like wild people I I like raising hell man I like a dude who takes a machine gun to a stack of Bud Lights and he's like fuck Anheuser Busch This will show up But I mean where's he gonna go Now You gonna go to Coors Don't they all support like uh Lbgtq plus A I whatever the hell else they're attaching to the issues They all do I mean I'm from Colorado and Coors has had those rainbow cans forever Fucking Shane Gillis is heartbroken I was with a beer I was opening for him last weekend This is what sucks He drinks Bud Light every time to protect our parks Those things have fucking millions of views Where's his can of beer He did not he was not He said the exact same thing He's problematic Yeah he's an issue man He's an issue being one of the funniest fucking human beings alive on planet earth and also generous and but for whatever reason they won't give him a bud light They should give him some lip If they were smart they would send Shane a Bud light with his face on it too Say we love everybody Well can's not big enough to fit his face That's true It's a big round hat You could put like half of his face like you know like a like an artsy thing Then you put them all together Yeah There you go You get a left side of the face or the right side Bud Light sponsors the moon So if you two fist and you know

no man I think that uh it's crazy when people get upset about that stuff because the people who get upset about that stuff value liberty and freedom so much and they want to live their lives undeterred by anyone's rules But they think that the company that they like is giving into the woke agenda that's what it is There's no woke agenda Well they think there is in like uh movies and television and media and commercials I was allegedly conceived on Z Yeah that's the way to go Have your kid on a delicious fruity sort of bubbly soda Like alcohol Mom and dad split a fucking 24 pack of Zima and made me in Glenwood Springs wasn't too strong flavor though Dude you can't have like eight of them I've never had eight Zima You've had eight Yeah because they brought him back Zima Is a thing with I'm not really trying to get drunk You know like if I'm trying to get drunk I'm drinking whiskey If I'm drinking I'm typically trying to get drunk Yeah Don't you just like to have a little I'll have a little glass of wine here and there There you go Zima drinks Returning to summer of 2018 for a limited time to bring it back Come on Z I'm on your side I liked it I don't get it I don't get it Fucking white claws made it but Zima didn't sugar but tell me tell me how the fuck white claws made it and Zima did It is a timing thing Is it like betamax and the VHS tape the superior product doesn't make it Well Zima had like 20 years head start on white claw bro I used to get so much shit for ordering Zima They're like what are you doing bro Well were you at the pool hall The fucking improv on Melrose in front of me Comics were making fun of me for drinking Zima I'm like I'm sorry It's delicious It looks like a test about what what do I need to know is bad for you What are the fun facts about Zima There's no fun facts The branding sucks There's Zima is like blockbuster video like no one thought it was gonna go away but here we are in the post a world over It's weird Because it was delicious Well it didn't taste bad at all It's not a bad product It was kind of viscous though Mm It had that kind of milky look to it when it was in the bottle for too long I thought it was like sprite It started clear But then if you had it on the shelf for a while how long did you leave your Zima on a shelf I remember my I think my dad had like a couple of Zima in his office Look at that Yeah but that's just the MC G I image You think the computer gene It's the same bottle over and over again That's what it looks like It looks like fucking soda A bottle of malt delicious clear malt soda I'd be more surprised if you had Z in here than that You have mad honey That would blow my mind even more You probably have to get it on ebay from your dad for sure Your dad's got some cases My dad takes the helicopter in your dad's got some cases But the the thing is like about this

Dylan Mulvaney thing It's like it's just someone who wants a lot of attention and you're giving that someone a lot of attention and you're trying to reach another audience like I I saw it and I was like what the fuck is this My initial reaction is like this is silly but it's also your um bud Light Fan Your typical Bud Light fan is like NASCAR fucking sports Like that's most of the people that are drinking Bud Light guys like Shane Most people if you saw the Bud Light demographics of who's drinking Bud Light bigots I saw this fuck guys like Shane he's joking Shane I changed my boy What the fuck was I gonna say Jesus Christ You threw me off It wasn't the honey The honey is in there though There's like there's a little current popping around in there It might be the cigar Probably cigar Can I have that light here again Thank you Um Fuck I lost it You were talking about just how uh the target demographic of bud light But it's like a lot of companies are using this person There's more than one company there's like a bunch of them like Nike and a bunch of other stuff also She's pretty I get it No I mean I see nothing wrong Good luck Hey man Yeah it's it's one of those things It's like it's funny what people get like super outraged about you know like we're in the middle of uh you know Tulsi Gabbard posted up some stuff the other day um about the uh restrict act and uh you flip the top here I showed you before Pull the top back There you go Well I did it before you before That's like one of those teach a man to fish things It's not gonna be late you know But you know like no one's freaking out about that but they're freaking out about Bud Light Like how are you how is that The big deal I think it's goofy because I think that person's goofy But if you want to hire a goofy person like who gives a shit it's kind of hilarious when someone says 365 days of womanhood it was also on April Fool's Day That's true too But it also was just a can with that person's face on it That's all it was It was a it wasn't like something they were selling they didn't have it in store But it's kind of funny I like that People get mad I thought what Kid Rock did was funny I laughed at it I told him I thought it was funny and but I also it doesn't make me mad not at all It just makes me like what I just like I get what they're doing though They're trying to get people that are popular They just they're just looking for influencers to help them and they're trying to look more inclusive because of the uh you know assumptions people make about Bud Light drinkers But those assumptions and also look at us we're on the biggest platform in the world discussing Bud Light for like 10 minutes to work for the brand Yeah for sure Shane loves it I like Miller Lite more I like Sam Adams I like a dark beer I want to be I can have like 17 of beer Yeah I wanna be sipping beer all night