

# Peru



Beer Consumption

**44.5** liters



Population

**31.4** million

## About us

We are the leading brewer in Peru, employing 5000 people.

We have six breweries (two of which bottle non-alcoholic beers (NABs)), one water bottling plant and one malting plant:

- Breweries: Arequipa, Ate (beer & NABs), Cusco, Huachipa, Motupe (beer & NABs), Pucallpa
- Water bottling plant: Huarochi
- Malting plant: Ñaña

## Key facts

Number of employees: 5,000



## Our brands

Our portfolio consists of a wide range of local beer and non-alcoholic beverage brands.



**Budweiser**  
Global brand



**Stella Artois**  
Global brand



**Corona**  
Global brand



**Cristal\***



**Pilsen Callao\***



**Cusqueña\***



**Backus Ice**



**Pilsen Trujillo**



**Arequipeña**



**San Juan**



**Abraxas**



**Löwenbräu**



**San Mateo**



**Maltin Power**



**Guaraná  
Backus**



**Viva Backus**



**Agua Tónica  
Backus**

## Brand highlights and innovations

**2016 Beer Innovation**  
Cristal Ultra

**2015 Beer Innovation**  
Abraxas

**2014 Beer Innovation**  
Backus Ice  
Cusqueña Quinua

## Our commitment to building a better world



- We promote entrepreneurship and financial inclusion and strengthen the business skills of small retailers through initiatives like our 4e program.
- We embed sustainable development initiatives in our brands' commercial strategies, such as the "Cusqueña Telar" campaign.
- We contribute to the sustainability of the watersheds working together with partners in infrastructure projects and the promotion of best practices.
- We promote the responsible consumption of our products, prevent the selling of alcohol to minors through programs like "Solo+18" and help build a road safety culture in the country through regional programs like "Por Un Buen Camino".

## Our management

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