

# AB InBev Deutschland

Location: Germany



## Striving for a Better World

At Anheuser-Busch InBev Deutschland, in all that we do, we recognize our responsibility to improve the world where we do business. We are all citizens of the world—together—and together, we must find ways to put social responsibility into action. AB InBev Deutschland is committed to building a company for the long term with a legacy to be proud of—for the people who work for us and with us; for future generations and the environment in which we live; and, above all, for our consumers, who we hope will always enjoy our products responsibly and be as proud to choose them as we are to create them.

Our dream is to be the Best Beer Company in a Better World by focusing on these key areas:

### Community

We are committed to making a difference through our people, the integrity of our business conduct, and our community support

### Responsible Drinking

We brew our beers to be enjoyed responsibly by those of legal drinking age, and are committed to engaging with consumers to promote responsible drinking and prevent drink driving and underage drinking

### Environment

We are committed to using a sustainable approach to the use of natural resources

## Report Highlights

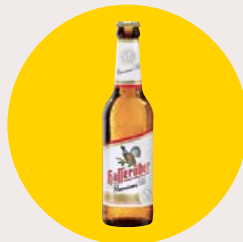
In 2010, we partnered with the German Automobile Club (ADAC) to help sensitize young drivers to the problems related to drinking and driving. For more than three years, AB InBev Deutschland has supported a program in secondary schools that allows young drivers to experience firsthand the impact of alcohol on their driving abilities.

We continually seek to operate more efficiently and maintain our quality standards, to achieve our global environmental goals in 2012. Therefore, we made various technical improvements in our breweries in 2010.

In October, our Bremen brewery won the Prevention Award from the Institute for Statutory Accident Insurance and Prevention in the food, hotel and restaurant industry. This was based on an employee's idea to improve safety by using an adjustable platform in the filling area of the brewery. In the last two years, 667 ideas from employees were put into place at the brewery.

## Key Brands

1. Beck's
2. Franziskaner
3. Hasseröder



### Community

A key aim for AB InBev Deutschland is to create value for shareholders and stakeholders, especially our employees and the communities in which we operate. We are proud of the positive and meaningful impact our business has on the communities where we do business. We are improving our production facilities, modernizing logistics, increasing commercial investments, creating jobs and paying taxes and excise duties. By constantly improving our operations, we aspire to continue creating new jobs, improving economic standards and adding value.

In 2010, significant investments included:

- Bremen brewery: dust explosion protection (Atex) and 10 KV power supply to enhance safety;
- Munich brewery: development of a new traffic flow concept together with the TÜV (Technical Inspection Authority) to improve safety.

### Dream, People, Culture

We also recognize that by showing respect for our people through competitive compensation, benefits and a safe work environment, we tap into their innate desire to help us be a more responsible corporate citizen.

At AB InBev Deutschland, we saw an 88 percent decrease in total accidents in 2010 (vs. 2009), and nearly an 84 percent reduction in lost workdays.

Our workforce is composed of approximately 85 percent male and 15 percent female employees.

### Promoting Responsible Drinking

Beer is enjoyed responsibly by the vast majority of consumers, but we recognize that alcohol misuse can cause harm. That's why at AB InBev Deutschland, we have long acknowledged the seriousness of abusive drinking, and devoted considerable resources to promoting responsible drinking and discouraging abuse.

In 2010, we developed and promoted responsible drinking programs in all of our key markets, with a primary focus on drink driving, high-risk drinking and underage drinking. Key programs in Germany included:

#### **Geklärt, wer fährt!**

Encouraging young drivers to commit to a 0.0 percent blood alcohol content through:

- Ambassador program for young drivers;
- Active involvement of target group, and peer education approach — ambassadors educate their own peers;
- Incentives, including a chance to win reimbursement for driver's licenses.

More information: [www.geklaert-wer-faehrt.de](http://www.geklaert-wer-faehrt.de)

#### **“Fahrversuch Alkohol”**

Helping to raise awareness of the consequences of drink driving through a partnership with the German Automobile Club helps sensitize young drivers to the problems related to drinking and driving.

Activities include:

- Supporting a program that permits young drivers to experience firsthand the impact of alcohol on their driving abilities;
- Allowing participants to drive the same circuit twice — once when they are sober and a second time after they have consumed alcohol.

More information: [www.adac-ortsclubs.de/verkehr/verkehrssicherheitsprojekte/77-fahrversuche-alkohol](http://www.adac-ortsclubs.de/verkehr/verkehrssicherheitsprojekte/77-fahrversuche-alkohol)

#### **Global Be(er) Responsible Day**

- Apprentices visited bars and restaurants to help sensitize guests to problems related to drinking and driving;
- Roundtable discussion about the *Geklärt, wer fährt!* initiative, and prevention with national stakeholders and young drivers;
- All employees received a *Family Talk About Drinking* brochure, with a letter from the Business Union president, encouraging them to talk with their children to help prevent underage drinking.



**At AB InBev Deutschland, we saw an 88 percent decrease in total accidents in 2010 (vs. 2009), and nearly an 84 percent reduction in lost workdays.**

**“If only I can get one person not to drink and sit behind the wheel, it has already paid off.”**

Jonas Stock, InBev ambassador during *Geklärt, wer fährt!*



Training with the first *Geklärt, wer fährt!* ambassadors at the ADAC in Hanover.

## 2012 Global Environmental Targets

Last year, we announced global, companywide targets for key measures such as water and energy use, as well as carbon emission reductions, that we will strive to achieve by the end of 2012. Our targets are:

- ↑ Increase our waste and by-product recycling to 99 percent
- ↓ Reduce water use for beer and soft drinks facilities to an industry-leading 3.5 hectoliters per hectoliter of product (hl/hl)
- ↓ Reduce energy use per hectoliter by 10 percent
- ↓ Reduce CO<sub>2</sub> emissions per hectoliter by 10 percent

## Improving Environmental Performance

In 2010, AB InBev Deutschland contributed significantly to helping achieve these global targets.

- ↑ Recycled 99.37 percent of our waste and brewing by-products in 2010, up from 99.2 percent in 2009
- ↓ Reduced our water usage to 3.92 hectoliters per hectoliter of product (hl/hl)
- ↓ Reduced energy consumption per hectoliter by 1.8 percent in the past year
- ↓ Cut CO<sub>2</sub> emissions per hectoliter of production by 6.44 percent compared to 2009

### Environmental Performance

At AB InBev Deutschland, we continually seek to operate more efficiently and maintain our quality standards, while considering our environmental impact, in order to be better stewards of the world in which we live. We focus our environmental sustainability initiatives on key issues—water, energy, recycling and packaging.

Our beers are brewed with the highest-quality ingredients and water, and we work to efficiently package and distribute our products. In addition to being efficient and avoiding waste—which is an important part of our culture—we also recognize that we have a role to play in tackling shared challenges, such as freshwater availability and quality.

#### Specific success examples included:

**Munich brewery**—implementation of the new standard operating procedure (SOP), “energy and water saving,” installation of secondary water cycles and aqua check, which is a system that helps identify water-savings potential within our processes, performed together with chemical supplier Diversy Deutschland

**Bremen brewery**—creation of an energy newsletter to raise awareness of energy conservation, and investment in a water-recovery pasteurizer to save 100,000 m<sup>3</sup> of water annually

**Germany**—environmental charity event, *WE Run for Water* on World Environment Day, during which 133 employees ran and walked more than 1,200 kilometers to raise money for the NGO WaterAid

**Bremen headquarters**—employee participation at a city cleanup event “Bremen räumt auf”

#### Outlook for 2011

In 2011, we will continue to focus on our key environmental pillars, responsible drinking and community, at AB InBev Deutschland. We will continue to make technical improvements in our breweries, and will expand our responsible drinking activities to build on the recent years’ successful programs. We will also continue to support community projects, associations and institutions with financial resources, equipment and know-how.

**“Water is a worldwide, increasingly scarce resource. The sustainable use of water and the protection of water resources is therefore a goal that we pursue transnationally. We are sensitizing our employees, and working together to find ways to save energy and resources.”**

Ingo Nieten, Brewery Manager, Bremen