

AB InBev Netherlands

Location: Netherlands



Striving for a Better World

At AB InBev Netherlands, 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 Netherlands 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

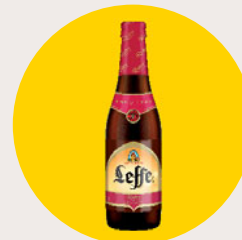
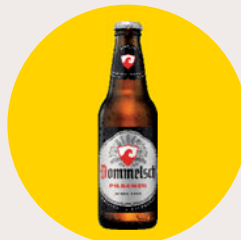
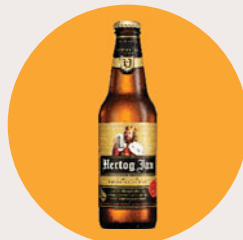
In 2010, AB InBev Netherlands invested more than 40 000 EUR (59 400 USD) in responsible drinking programming, introducing the “BlaasBob” designated driver game in the Dutch Jupiler soccer league. We also invested more than 50 000 EUR (74 300 USD) on community activities.

Community

A key aim for AB InBev Netherlands 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 in which we work. We are improving our production facilities, modernizing logistics, increasing commercial investments and creating jobs, as well as paying taxes and excise duties. By constantly improving our operations, we aspire to continue creating new jobs, improving economic standards and adding value.

Key Brands

1. Jupiler
2. Hertog Jan
3. Dommelsch
4. Hoegaarden
5. Leffe



In 2010, significant investments included:

- A new 800 000 EUR (1.18 million USD) filter installation and an upgrade to increase the output of the PerfectDraft line.

Giving Back to Our Communities

In addition to investing in our facilities, we also invest in our communities, recognizing that giving back is key to a sustainable approach to our business.

In 2010, AB InBev Netherlands invested more than 50 000 EUR (74 300 USD) on community activities, including:

- Support of various local cultural activities in Breda and Dommelen;
- The annual charity football game between Dutch mayors and employees of AB InBev;
- Restoration of the Big Church in Breda through the *Breda Beer* initiative.

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 our cause as a responsible corporate citizen.

At AB InBev Netherlands, we saw a 40 percent decrease in total accidents in the last two years, and an 85 percent reduction in lost workdays.

Our workforce is composed of 82 percent male and 18 percent female employees.

To promote a healthy lifestyle among our employees, AB InBev Netherlands organized the *BRAVO* health week. During each day, we organized activities to emphasize the importance of such things as healthy nutrition, moderate alcohol consumption and exercise.

One of our employees, Freek Snellen, was granted a 1 680 EUR (2 500 USD) training budget by the *AB InBev Owner Program*. Snellen,

one of our bottle line multi-operators at the Dommelen brewery, created 24 ideas to improve water and energy savings, as well as quality improvements, that saved thousands of euros. Many of his ideas helped the brewery reach its targets.

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 Netherlands we have long acknowledged the seriousness of abusive drinking. In 2010, we devoted more than 40 000 EUR (59 400 USD) to promote responsible drinking and discourage 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 included:

“BlaasBob” Games

In 2010, AB InBev Netherlands started the “BlaasBob” designated driver game in the Dutch Soccer League, of which Jupiler is the main sponsor. The initiative is cooperation between AB InBev Netherlands, the Dutch Transport Ministry, the Dutch Soccer Association and its 18 clubs. Each week the game is played by selected designated drivers, during halftime at a prime match, to underline the importance of not drinking and driving. BlaasBob is a positive, sportive and challenging game that connects the Jupiler brand with soccer fans and responsible behavior.

Global Be(er) Responsible Day

On September 15, AB InBev Netherlands joined our *Global Be(er) Responsible Day* activities. During this day, our salespersons distributed more than 3,000 free alcohol testers to on-trade customers, to help them prevent their guests from driving under the influence. Also, we initiated an internal campaign among our own employees to emphasize the importance of not drinking and driving and remind them they are ambassadors of responsible consumption.

“It is of big importance that government, NGOs, soccer clubs and private companies work together to ensure people can enjoy a beer in a responsible way. The Dutch Jupiler League soccer clubs welcome the BlaasBob games, and the soccer fans are also enthusiastic about this initiative.”

Patrick Brand, director of the Dutch Soccer Association (CED)

“This is a great initiative from AB InBev Netherlands that should be followed by others! I’m very glad with such initiatives, not only because they emphasize the water problem in the Third World, but also the sustainability of our own society. Companies can make an important contribution to this.”

Wilbert Willems, Alderman of the city of Breda

2012 Global Environmental Targets

Last year, we announced global, companywide targets on 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 of water per hectoliter of product (hl/hl)
- ↓ Reduce energy use per hectoliter by 10 percent
- ↓ Reduce CO₂ emissions per hectoliter by 10 percent

Improving Environmental Performance

In 2010, AB InBev Netherlands contributed significantly to helping achieve our global targets.

- ↑ Recycled 98.5 percent of our waste and brewing by-products, a 1.8 percent increase from 2009
- ↓ Reduced our water usage by 11 percent, an 18 percent improvement in the last two years
- ↓ Reduced energy consumption per hectoliter by 1.7 percent in 2010, and fuel use by more than 8.5 percent over the past two years
- ↓ Cut CO₂ emissions per hectoliter of production by nearly 5 percent in the past year, going from 10.7 kg/hl in 2009 to 10.21 kg/hl in 2010

Environmental Performance

At AB InBev Netherlands, we continually seek to operate more efficiently and maintain our quality standards, while considering our environmental impacts 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 package and distribute our products efficiently. In addition to being efficient and avoiding waste—which is an important part of our culture—we also recognize we have a role to play in tackling shared challenges, such as freshwater availability and quality.

In June, AB InBev Netherlands joined the global World Environment Day initiative. To emphasize the importance of clean drinking water to our own employees, people were challenged to *Run for Water* and

earn one euro per kilometer for the WaterAid charity. Within Western Europe, 598 employees joined and ran 3,540 kilometers, of which 46 employees from the Netherlands ran 176 kilometers. The total donation raised by AB InBev was 10 000 EUR (14 800 USD).

In 2010, AB InBev Netherlands also supported the Clean Drinks initiative. Clean Drinks brings businesses and stakeholders together to engage on sustainability. A contribution of AB InBev Netherlands made it possible to have the world’s best-known “cradle-to-cradle” expert, Michael Braungart, present at one of the sessions to share ideas and inspiration about how to deliver on sustainability.

Outlook for 2011

AB InBev Netherlands is focusing on enhancement of our responsible consumption programming, as well as continuous improvement of our environmental performance and community programs.



3,540
kilometers

On World Environment Day, our employees in Western Europe ran a total of 3,540 kilometers in support of the NGO Water Aid.