



Bulgaria

Population: 7.72 million (plato 2007)

Per capita beer consumption: 74.7 liters (plato 2007)

Major languages: Bulgarian

Anheuser-Busch InBev in Bulgaria key facts & figures*

Trading Name	Kamenitza
Volume of product sold in 2008	1.5 million hectoliters
Market position	Number 2 in the market
Market share	26.6%
Beverage plants	Haskovo, Plovdiv-Kamenitza
Number of Employees	Approximately 800 employees
Number of Global Management Trainees	2

Brands

Global Brands	Stella Artois, Beck`s
Multi-country Brands	Staropramen, Leffe, Hoegaarden
Local Brands	Kamenitza, Astika, Burgasko, Slavena
Recent Innovations	In 2008: Kamenitza LEV OW 50cl & 1,5 l PET; Satropramen 1l PET; New PET bottle shape for Kamenitza PET.
Export markets and markets	Main markets Macedonia, Turkey and Greece.

Brief history of Anheuser-Busch InBev in Bulgaria

In 1881, three Swiss entrepreneurs built a brewery in Plovdiv on a hill called Kamenitza and used the name as their brand. In 1995 Anheuser-Busch InBev entered Bulgaria with the purchase of Kamenitza.



Market facts & figures¹

Other market players

Market analysis and growth outlook

Heineken is the largest other player in the market with a 31% market share. They own the country's second largest brand, Ariana which holds 15% market share. The Zagorka Brewery also produces Zagorka (14.1%), Stolichno, Heineken, Amstel, Kaiser and Murphy's. A third player in the market is Carlsberg Brewery (22.1%) with the brands Shumensko (14.6%), Pirinsko, Tuborg, Holsten and Carlsberg.

Trends in per capita consumption: 51.5 liters per capita in 2000; 62.1 liters per capita in 2005; forecast around 80 liters per capita in 2010. Trends in population growth: 8.11 million in 2000; 7.81 million in 2005; forecast 7.60 million in 2010.

While population figures are in decline going forward, per capita beer consumption is forecast to grow substantially. Premium brands are gaining momentum, and there is considered room for future growth and development in the on-trade channel.

Corporate citizenship

Environment and Corporate Responsibility initiatives

Environment:

A special sign and message on all our OW packaging and poster materials to consumers for separate collection of packaging waste.

Responsible consumption:

All company's TVCs, billboards and press commercial communication in Bulgaria with a responsible consumption message to consumers: 'Enjoy responsibly'.

Road Safety:

Kamenitza's 'Alcohol is a bad driver' campaign, acknowledged by the EU Transport Commissioner Tajani as the best road safety campaign in Bulgaria for 2008 at the signing of the EU Road Safety Charter.

Local Communities:

Initiative "My city-my home" which involves volunteer labor from employees of Kamenitza AD to keep the home town Plovdiv clean.

Anheuser-Busch InBev management

Zone President

Bulgaria is in Anheuser-Busch InBev's Central & Eastern Europe Zone, led by Zone President, Francisco Sá.

For further information contact

Atanas Oshavkov, Legal and Corporate Affairs Director
+359 2 489 99 06
www.kamenitza.bg and www.kamenitzafanclub.com

¹ Information sourced from Platologic unless otherwise stated.