



Montenegro

Population: 620,000 (plato 2007)

Per capita beer consumption: 65 liters (local sign off)

Major languages: Montenegrin, Serbian

Anheuser-Busch InBev in Montenegro key facts & figures

Trading Name	Trebjesa
Volume of product sold in 2008	0.5 million hectoliters
Market position	Number 1 in the market
Market share	92.3%
Beverage plants	Trebjesa
Plants operating VPO	Trebjesa is qualified
Number of Employees	Approximately 250 employees

Brands

Global Brands	Beck's, Stella Artois
Local Brands	Niksicko Pivo, Nik Gold, Niksiko Tamno, Nik Cool and Jelen Pivo (licenced)
Recent Innovations	Beck's Draught
Brand exports around the world	<i>Ex-Yugoslav republics. Albania, Switzerland, USA, Australia</i>

Brief history of Anheuser-Busch InBev in Montenegro

Brewery 'Trebjesa' was founded in 1896.

It became part of the Anheuser-Busch InBev, former Interbrew group, in November 1997. Anheuser-Busch InBev owns 72.7% of share's capital of Trebjesa.

Trebjesa is the leader in innovations-the first canning and the first keging line in Serbia and Montenegro were launched in Trebjesa.

Local claims/awards

Claims with local sign-off

Trebjesa/ Niksicko pivo received more than 70 medals and awards for quality, in both domestic and international competitions. The first was received in *Exposition du confort moderne* in Paris in 1932.



In World's Exhibition in Brussels, 1971, Nicksicko pivo became 'the world's fifth type of beer'.

1977 Monde selection, Brussels- Gold medal
1983 Monde selection, Rome- Gold medal
1984 Monde selection, Madrid- Gold medal
1985 Monde selection, Lisbon- Gold medal
1986 Monde selection, Geneva- Gold medal
1987 Monde selection, Bruxelles- Gold medal
1995 Monde selection, Rome- Gold medal
1996 Monde selection, Lisbon- Gold medal
2002 Monde selection, Bruxelles - Gold medal
2003 Monde selection, Bruxelles- Gold medal

Market facts & figures

Other market players

Competitor brands include Bavaria with a market share of 3%. Trends in per capita consumption: 65.2 liters per capita in 2000; 50.0 liters per capita in 2005; forecast 62 liters per capita in 2010.¹ Growth in per capita consumption is forecast for Serbia and Montenegro combined.

Corporate citizenship

Environment and Corporate Responsibility initiatives

Other projects

In 2007, Trebjesa put in operation Waste Water Neutralization Plant. In July 2007, Trebjesa received HACCP certificate.

In 2009 Trebjesa will conduct an educational workshop on benefits of recycling for elementary school kids.

Anheuser-Busch InBev management

Zone President

Montenegro is in InBev's Central & Eastern Europe Zone, led by Zone President, Francisco Sá.

Country Manager

Vanja Lazarevic

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¹ Refers to Plato Logic Limited, World Beer per capita in liters, Serbia and Montenegro combined.