



## Argentina

**Population:** 39.18 million (plato 2007)

**Per capita beer consumption:** 40.6 liters (plato 2007)

**Major languages:** Spanish

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### Anheuser-Busch InBev in Argentina key facts & figures\*

<b>Trading Name</b>	Cervecería y Maltería Quilmes SAICA y G.
<b>Volume of product sold in 2008</b>	12.9 million hectoliters. (Beer) 12.6 million hectoliters. (Soft drinks)
<b>Market position</b>	Number 1 in the market. (Beer) Number 2 in the market. (Soft drinks)
<b>Market Share</b>	74.4% Beer 22% Soft drinks
<b>Beverage plants</b>	Córdoba, Corrientes, Mendoza (Godoy Cruz and Tunuyán), Pompeya, Quilmes, Trelew, Tucumán (Acherl and Manantial), Zárate and the Tres Arroyos Malting Plant. We also have seven distribution centers throughout the country.
<b>Number of Employees</b>	4700 employees

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### Brands

<b>Global Brands</b>	Stella Artois
<b>Multi-country Brands</b>	Brahma
<b>Local Brands<sup>1</sup></b>	Andes, Iguana, Norte, Patagonia, Quilmes Cristal, Quilmes Bock, Quilmes Stout, Quilmes Red Lager (Beer) 7Up, Pepsi, Mirinda, Paso de los Toros (Soft-Drinks)
<b>Recent Innovations</b>	Quilmes Stout, Quilmes Red Lager, Brahma Beats and Andes Porter (Beer)
<b>Brand exports around the world</b>	Quilmes Cristal

<sup>1</sup> 7Up and Pepsi are brewed under license or bottled under exclusive bottling agreement.



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## Brief history of Anheuser-Busch InBev in Argentina

In 1888, Otto Bemberg, a German immigrant, founded *Cervecería Argentina*. Two years later, in 1890, beer started to be sold by the “chopp” (mug) under the brand that pays homage to the ancient indigenous name of the place: Quilmes.

For 118 years, Cervecería y Maltería Quilmes has built a track record of responsible commitment to social and economic development in Argentina. Bemberg, who had arrived in Argentina in 1852, was thus taking the first steps in an undertaking that was to give rise to one of the country’s leading companies.

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## Local claims/awards

### Claims with local sign-off

Quilmes has ranked #1 in the Alcohol Beverage category of the “Most Admired Brands Ranking” (Clarín, 2008)

Quilmes is ranked as one of the top 3 brands in Argentina. (Apertura’s Magazine Ranking, 2008)

Cervecería y Maltería Quilmes is ranked as one of the top 5 best places to work in Argentina (Apertura Magazine, 2008)

Cervecería y Maltería Quilmes is ranked as one of the ten most admired companies in Argentina (Clarín, 2008)

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## Market facts & figures<sup>2</sup>

### Other market players

#### Market analysis and growth outlook

CCU is the second largest player.

Trends in per capita consumption: 34.7 liters per capita in 2000; 36.9 liters per capita in 2005; forecast 43.5 liters per capita in 2010.

Trends in population growth: 36.53 million in 2000; 38.18 million in 2005; forecast 40.73 million in 2010.

With a growing population, and forecast growth in per capita beer consumption, Argentina is a highly significant market in the South of Latin America, which will be crucial for Anheuser-Busch InBev’s growth in the region. Growth is specifically forecast in the on-trade segment of the market, as Argentinians’ increasingly enjoy socializing outside the home. In 2006 AmBev increased its economic position in Quinsa to approximately 91%, strengthening our position for growth.

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<sup>2</sup> Information sourced from Platologic unless otherwise stated.



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## Corporate Citizenship

### Environment and Corporate Responsibility initiatives

Please refer to Quilmes Corporate Social Responsibility Report which provides full details of the company's self-regulation on marketing and advertising, programs to promote responsible consumption, community relations, environment and people initiatives. Available at:  
<http://www.cerveceriamalteriaquilmes.com/index.php?page=nota&id=37>

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## Anheuser-Busch InBev management

### Zone President

Argentina is in Anheuser-Busch InBev's Latin America South Zone, led by Zone President Bernardo Paiva.

### For further information contact

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