



Argentina

Population¹: 40.21 million
Per capita beer consumption¹: 40.6 liters
Major languages: Spanish

Anheuser-Busch InBev in Argentina key facts & figures*

Trading Name	Cervecería y Maltería Quilmes SAICA y G
Volume of product sold in 2009	12.9 million hectoliters (Beer) 11.5 million hectoliters (Soft drinks)
Market position	Number 1 in the market (Beer) Number 2 in the market (Soft drinks)
Market Share	74.4%
Beverage plants	Córdoba, Corrientes, Mendoza (Godoy Cruz and Tunuyán), Pompeya, Quilmes, Trelew, Tucumán (Acherl and Manantial), Zárate and the Tres Arroyos Malting Plant. There are also eight distribution centers throughout the country.
Number of Employees	4,700 employees

Brands

Global Brands	Stella Artois
Multi-country Brands	Brahma
Local Brands ²	Andes, Iguana, Norte, Patagonia, Quilmes Cristal, Quilmes Bock, Quilmes Stout, Quilmes Red Lager (Beer) 7Up, Pepsi, Mirinda, Paso de los Toros (Soft-Drinks)
Recent Innovations	Quilmes Cristal Wide Mouth 500 cm3 and Stella Artois Chopp
Brand exports around the world	Quilmes Cristal

¹Information sourced from Plato Logic unless otherwise stated.

²7Up and Pepsi are brewed under license or bottled under exclusive bottling agreement.

*Source: Anheuser-Busch InBev.

Updated: July 2010



Brief History of Anheuser-Busch InBev in Argentina

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

Local Claims/Awards

Claims with local sign-off

Quilmes has ranked #1 in the Alcohol Beverage category of the “Most Admired Brands Ranking”. (Clarín, 2009)

Quilmes is ranked as one of the top 3 brands in Argentina. (Apertura 's Magazine Ranking, 2009)

Cervecería y Maltería Quilmes is ranked as one of the top 10 best places to work in Argentina. (Apertura Magazine, 2009)

Cervecería y Maltería Quilmes is ranked as one of the ten most prestigious companies in Argentina. (Apertura, 2010)

Market Consumption and Population Trends¹

Trends in per capita consumption: 34.7 liters per capita in 2000; 36.9 liters per capita in 2005; forecast 43.9 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.

Corporate Citizenship

Responsible Drinking, Community and Environmental 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: www.cerveceriaymalteriaquilmes.com

¹Information sourced from Plato Logic unless otherwise stated.



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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