



## Argentina

**Population<sup>1</sup>:** 40.21 million

**Per capita beer consumption<sup>1</sup>:** 40.6 liters

**Major languages:** Spanish

### 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 2010</b>	13.1 million hectoliters (Beer) 10.9 million hectoliters (Soft drinks)
<b>Market position</b>	Number 1 in the market (Beer) Number 2 in the market (Soft drinks)
<b>Beverage plants</b>	9- Córdoba, Corrientes, Mendoza (Godoy Cruz and Tunuyán), Pompeya, Quilmes, Trelew, Tucumán (Acherai and Manantial), Zárate and the Tres Arroyos Malting Plant. There are also eight distribution centers throughout the country.
<b>Number of Employees</b>	4,850 employees

### Brands

<b>Global Brands</b>	Stella Artois
<b>Local Brands<sup>2</sup></b>	Andes, Brahma, Norte, Patagonia, Quilmes (Beer) Pepsi, 7UP, H2OH! (Soft-Drinks)
<b>Recent Innovations</b>	Quilmes Bajo Cero and Quilmes Lieber (non-alcohol beer)
<b>Brand exports around the world</b>	Quilmes Cristal

### 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.

<sup>1</sup>Source: PlatoLogic

<sup>2</sup>7Up and Pepsi are brewed under license or bottled under exclusive bottling agreement.

\*Source: Anheuser-Busch InBev 2010 data

Updated: June 2011



## Local Claims/Awards

### Claims with local sign-off

Quilmes has ranked #1 in the Alcohol Beverage category of the "Most Admired Brands Ranking". (Clarín, 2011)

Cervecería y Maltería Quilmes is ranked as one of the five most prestigious companies in Argentina. (Apertura, 2011)

Quilmes is ranked as one of the top 3 brands in Argentina. (Apertura's Magazine Ranking, 2010)

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

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## Market Consumption and Population Trends<sup>1</sup>

Trends in per capita consumption: 34.7 liters per capita in 2000; 36.9 liters per capita in 2005; 40.6 liters per capita in 2010.

Trends in population growth: 36.53 million in 2000; 38.18 million in 2005; forecast 40.21 million in 2010.

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## Corporate Citizenship

### Better World initiatives

Please refer to Quilmes' Corporate Social Responsibility Report which provides full details of the company's self-regulation on marketing and advertising, as well as the programs it carries out as part of the company's Better World commitment. The initiatives are related to the Better World pillars: responsible drinking, community relations and the environment, as well as people initiatives. The report is available at: [www.cerveceriaymalteriaquilmes.com](http://www.cerveceriaymalteriaquilmes.com).

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## 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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