



Belgium

Population¹: 10.69 million

Per capita beer consumption¹: 80.7 liters

Major languages: Dutch, French and German

Anheuser-Busch InBev in Belgium key facts & figures*

Trading Name	InBev Belgium
Volume of product sold in 2009	5.6 million hectoliters
Market position	Number 1
Market share	57.6%
Beverage plants	Leuven, Jupille, Hoegaarden, Belle-Vue
Number of Employees	> 2,700
Number of Global Management Trainees	4 in 2010; 20 in total

Brands

Global Brands	Stella Artois
Multi-country Brands	Hoegaarden, Leffe
Local Brands	Belle-Vue, Jupiler, Piedboef, Safir
Recent Brand Innovations	Jupiler Blue, Leffe 9°, Hoegaarden Rosée, Hoegaarden Citron, Jupiler Tauro

Brand exports around the world

Belgian beers are famous all around the world, with Stella Artois (one of Anheuser-Busch InBev's three global brands) being the No. 1 Belgian beer in the world that is distributed in more than 80 countries. Leffe, one of Anheuser-Busch InBev's multi-country brands, is now available in more than 60 countries worldwide. Hoegaarden, a unique and authentic Belgian wheat (or "white") beer that was first brewed in 1445, is also a multi-country brand.

Belgian Beer Cafés 4 - Zolder, Lommel, and two Cafés at the National Airport.

¹ Information sourced from Plato Logic unless otherwise stated.

*Source: Anheuser-Busch InBev

Updated: July 2010



Brief history of Anheuser-Busch InBev in Belgium

Belgium is the birthplace of Stella Artois, with roots stretching back to Den Hoorn in Leuven in 1366. From 1366 to the mid-1500's, Den Hoorn developed into a full-fledged brewery, and in 1708 Sebastian Artois, the founder of Stella Artois was appointed Master Brewer. Fast forward to 1987, and Interbrew was formed when the two largest breweries in Belgium merged: Artois, located in Leuven, and Piedboef, located in Jupille. In 2004, Interbrew combined with AmBev to create InBev (currently Anheuser-Busch InBev), the world's leading brewer. Today, Anheuser-Busch InBev's Global Headquarters, and Global Innovation and Technology Center are located in Leuven, Belgium.

Each and every Belgian brand has its own unique history and heritage. Hoegaarden stretches back to at least 1445, where its characteristic white beer flourished; the Abbey of Leffe, near Dinant on the banks of the Meuse was established in 1152 from where the original Leffe recipes hail; Jupiler's origins trace back to the Liege area in the 19th century, when the Piedboeuf brewery was founded. It started the brewing tradition that would lead to Belgium's most popular beer.

Local claims/awards

Jupiler – The favorite beer brand in Belgium.

Jupiler, Leffe, and Hoegaarden were rated the top 3 favorite beers by Belgian consumers.

Market Consumption & Population Trends¹

Trends in per capita consumption: 98.4 liters per capita in 2000; 90.7 liters per capita in 2005; forecast 80.7 litres per capita in 2010.

Trends in population growth: 10.23 million in 2000; 10.45 million in 2005; forecast 10.74 million in 2010.

Corporate Citizenship

Environment and Corporate Responsibility initiatives

InBev Belgium has supported the BOB campaign run by the Belgian Institute for Road Safety (IBSR) since its inception in 1995. The aim of the program is to raise awareness of drink-driving issues and to reduce drink-driving fatalities.

Respect16, a corporate social responsibility campaign aimed at adults with the key message: "Not serving alcohol to youngsters below the age of 16, is showing them the due respect." InBev Belgium is convinced that people below that age should not drink alcohol.

¹ Information sourced from Plato Logic unless otherwise stated.

* Source: Anheuser-Busch InBev.

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Other projects

The InBev Baillet-Latour Fund is a legacy from Count Alfred De Baillet-Latour that contributes to scientific, educational or artistic activities for the good of the community. Activities include the Annual Health Prize, one of the most prestigious scientific awards in Belgium; student scholarships in the field of brewing technology; grants for two Belgian students to attend the College of Europe, and the funding of a Chair at Solvay Business School. Cultural activities include a programme for the restoration of Belgium's artistic heritage. Recent projects include the restoration of five Rubens Masterpieces in the Brussels Museum, and three masks for the Royal Africa Museum in Tervuren.

Anheuser-Busch InBev management

Zone President

Belgium is in Anheuser-Busch InBev's Western Europe Zone, led by Zone President Jo Van Biesbroeck

Country Manager

Eric Lauwers is BU President BeNeFraLux.

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www.inbev-baillet-latour.be

¹ Information sourced from Plato Logic unless otherwise stated.

* Source: Anheuser-Busch InBev.

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