



Bolivia

Population¹: 10.01.million

Per capita beer consumption¹: 34.7 liters

Major languages: Spanish, Quechua, Aymara and Guarani

Anheuser-Busch InBev in Bolivia key facts & figures*

Trading Name	Cervecería Boliviana Nacional SA
Volume of product sold in 2008	4.1 million hectoliters
Market position	Number 1 in the market
Markt Share	97.1%
Beverage plants	La Paz, Cochabamba, Santa Cruz, Huari and Tarija
Number of Employees	890 employees

Brands

Global Brands	Stella Artois
Local Brands	Ducal, Paceaña, Taquiña
Recent Innovations	Paceaña Aluminium Bottle, Paceaña Sleeves, Paceaña Cool 2 Go, Paceaña Red Lager, Paceaña Porter, Paceaña Ice, Taquiña Historical Bottle, Taquiña Ice, Taquiña Stout Taquiña Amber Lager
Brand exports worldwide	Paceaña is exported to Chile, USA, Spain, England, Australia, Italy and Switzerland

Brief history of Anheuser-Busch InBev in Bolivia

In 2000, Quinsa indirectly acquired controlling interests in previous competitors in Bolivia, CBN and CBNSC, which increased its ownership interest in these entities to 70.34% and 80.92% respectively. During 2003, Quinsa merged all beer operations in the country into CBN. As a result of this, Quinsa's indirect ownership in CBN is 79.55%.

¹Information sourced from Plato Logic unless otherwise stated.

*Source: Anheuser-Busch InBev.

Updated: July 2010



Market Consumption and Population Trends¹

Trends in per capita consumption: 19.7 liters per capita in 2000; 25.8 liters per capita in 2005; forecast 38 liters per capita in 2010.

Trends in population growth: 8.31 million in 2000; 9.22 million in 2005; forecast 10.10 million in 2010.

Anheuser-Busch InBev management

Zone President

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

Country Manager

Pablo Pereyra

For further information contact

CBN +591 2245 5455

¹Information sourced from Plato Logic
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