



## Bolivia

**Population<sup>1</sup>:** 10.01 million

**Per capita beer consumption<sup>1</sup>:** 34.7 liters

**Major languages:** Spanish, Quechua, Aymara and Guarani

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

<b>Trading Name</b>	Cervecería Boliviana Nacional SA
<b>Beverage plants</b>	La Paz, Cochabamba, Santa Cruz, Huari and Tarija
<b>Number of Employees</b>	approximately 1,500 employees

### Brands

<b>Global Brands</b>	Stella Artois
<b>Local Brands</b>	Paceña, Taquiña, Huari & Ducal
<b>Recent Innovations</b>	Paceña Aluminium Bottle, Paceña Sleeves, Paceña Cool 2 Go, Paceña Red Lager, Paceña Porter, Paceña Ice, Taquiña Historical Bottle, Taquiña Ice, Taquiña Stout Taquiña Amber Lager; Huari Historical Bottle
<b>Brand exports worldwide</b>	Paceña is exported to Chile, US, 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%.

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

Trends in per capita consumption: 19.7 liters per capita in 2000; 25.8 liters per capita in 2005; 34.7 liters per capita in 2010.

Trends in population growth: 8.31 million in 2000; 9.22 million in 2005; 10.01 million in 2010.

<sup>1</sup>Source: PlatoLogic

\*Source: Anheuser-Busch InBev 2010 data

Updated: June 2011



---

## Management

### **Zone President**

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

### **Country Manager**

Luciano Carrillo

### **For further information contact**

CBN +591 2245 5455

Ibo Blazicevic

---