



Brazil

Population¹: 191.50 million
Per capita beer consumption¹: 56.19 liters
Major languages: Portuguese

AmBev in Brazil key facts & figures*

Trading Name	Companhia de Bebidas das Americas - AmBev
Volume of product sold in 2009	76.2 million hectoliters (Beer) 27.1 million hectoliters (Soft drinks)
Market position	Number 1 in the market (Beer) Number 2 in the market (Soft drinks)
Market share¹	68.7% (Beer) 17.7% (Soft drinks)
Beverage plants	AmBev´s plants are located in the following cities/States: Anápolis/GO, Brasília/DF, Goiania/GO, Teresina/PI, Cuiabá/MT, Manaus/AM, São Luis/MA, Cabo/PE, Viamão/RS, Camaçari/BA, João Pessoa/PB, Natal/RN, Aquiraz/CE, Rio de Janeiro/RJ, Pirai/RJ, Juatuba/MG, Contagem/MG, Jaguariúna/SP, Guarulhos/SP, Jacareí/SP, Agudos/SP, Jundiai/SP, Estância/SE, Sapucaia do Sul/RS, Curitiba/PR, Lages/SC, Almirante Tamandaré/PR, Maltaria Navegantes – Porto Alegre/RS, Arosuco Aromas – Manaus/AM, Arosumo Rolhas – Manaus/AM, Vidros – Rio de Janeiro/RJ.
Number of Employees	Approximately 23,000 employees
Number of Global Management Trainees	19

Brands

Global Brands	Stella Artois
Multi-country Brands	Leffe, Hoegaarden
Local Brands	Beer: Antarctica, Bohemia, Skol, Brahma Soft Drinks: Guaraná Antarctica, Pepsi ²

¹ Information sourced from Plato Logic unless otherwise stated.

*Source: Anheuser-Busch InBev.

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Recent Innovations

2010 Soft drinks Innovation: Guaraná Antarctica Açai

2010 Beer Innovation: Skol 360°

2009 Beer Innovation: Antarctica Sub Zero, Brahma Zeca Pagodinho limited edition, Brahma 300ml, Antarctica 1L

2009 Soft drinks Innovation: H2OH! Passion Fruit, Frutzzz, Propel Hydractive Gatorade Citrix, Gatorade kiwi and green apple

Brand exports around the world

- Skol ranks as one of the world's largest beers.
- Brahma is a strong local brand and is also available in more than 30 countries including 20 outside Latin America.
- Guaraná Antarctica is exported to USA, Japan and Portugal.

Brief history of AmBev in Brazil

Our Brazilian roots stretch back to 1885, when the first Antarctica plant was built in the Agua Branca district in São Paulo. AmBev was created in 1999 through the merger of the Brahma and Antarctica breweries which joined together to grow and expand their frontiers of operation. In 2004 AmBev combined with Interbrew to create InBev (currently Anheuser-Busch InBev).

Market Consumption & Population Trends¹

Trends in per capita consumption: 51.4 liters per capita in 2000; 51.7 liters per capita in 2005; forecast 60.0 liters per capita in 2010.

Trends in population growth: 167.86 million in 2000; 180.22 million in 2005; forecast 192.43 million in 2010.

Corporate citizenship

Environment and Corporate Responsibility initiatives

AmBev has a wide range of environmental and social responsibility programs; the full details of which can be found in AmBev's 2008 Corporate Social Responsibility Report. Responsible drinking initiatives include the distribution of 60,000 breath analyzers in several states including São Paulo, Rio de Janeiro, Rio Grande do Sul, Bahia, Distrito Federal and Minas Gerais to support police efforts to combat drinking and driving; education campaigns to promote responsible consumption; and 'Ask for ID' initiatives to prevent underage consumption at retailers selling our beers.

¹ Information sourced from Plato Logic unless otherwise stated.

Environmental measures include recognized best practices in sustainable consumption of water, the use of renewable energy and reuse of sub-products. The company also gives support for Recicloteca, one of Latin America's largest center of information on recycling, and promote campaigns to engage employees directly in recycling, by promoting internal initiatives and also with the community.

Social projects include the Maues Project to support the economic, social, cultural and environmental development of the Amazon region.

Other projects

The Antonio and Helena Zerrenner Foundation is a national benevolent institution that forms part of AmBev's controlling group. In 2006, the Foundation invested R\$ 83 million in benefits to the Company's employees and their dependents, benefitting more than 50,000 people in Brazil through health and education projects. AmBev also supports the private Gol de Letra Foundation, which has been recognized by UNESCO as a worldwide model for helping disadvantaged children.

Anheuser-Busch InBev management

Zone President

Brazil is in Anheuser-Busch InBev's Latin America North Zone, led by Zone President, João Castro Neves.

For further information contact

AmBev External Communications
+55 11 21221371
www.ambev.com.br

Alexandre Loures
+55 11 21221371
acavl@ambev.com.br

Gabriella Esper
+55 11 21221367
acgabi@ambev.com.br
