



## Canada

**Population<sup>1</sup>:** 34.3 million  
**Per capita beer consumption<sup>1</sup>:** 69.5 liters  
**Major languages:** English and French

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

|   |   |
|---|---|
| <b>Trading Name</b>                         | Labatt Breweries of Canada  |
| <b>Volume of product sold in 2010</b>       | 11 million hectoliters  |
| <b>Market position</b>                      | Number 2  |
| <b>Market share</b>                         | 41%   |
| <b>Beverage plants</b>                      | 6 - Creston, British Columbia; Edmonton, Alberta; London, Ontario; Montreal, Quebec; Halifax, Nova Scotia; and St. John's, Newfoundland |
| <b>Number of Full time Employees</b>        | Approximately 3,000 employees   |
| <b>Number of Global Management Trainees</b> | 70 (total since project started)  |
| <b>Other projects</b>                       | Canada hosts an Anheuser-Busch InBev Shared Service Center that provides back-office services for the country.                          |

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### Brands

|                             |  |
|-----------------------------|--|
| <b>Global Brands</b>        | Budweiser, Stella Artois, Beck's   |
| <b>Multi-country brands</b> | Leffe, Hoegaarden,   |
| <b>Local Brands</b>         | Alexander Keith's, Bud Light, Bud Light Lime, Kokanee, Labatt Blue, Labatt Bleue, Lakeport |

#### Recent Innovations

Bud Light Lime: a refreshing light beer with a twist of natural lime flavour; Budweiser 4%: delivering taste without compromise; Alexander Keith's Brewmaster's release of Harvest Ale and Tartan Ale: appealing to a broad base of consumers that choose to explore a variety of tastes and styles.

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### Brief history of Anheuser-Busch InBev in Canada

Labatt Breweries of Canada was founded in 1847, two decades before Canada became a country, with a commitment to quality and innovation that has been evident throughout its history and that characterizes its business today. Labatt is one of Canada's leading brewers and most successful businesses, and a respected brand in many other parts of the world. Labatt became a publicly traded company in 1945 and in the 1950s, embarked on a period of rapid expansion, building and

<sup>1</sup> Stats Canada 2011

\*Source: Anheuser-Busch InBev 2010 data  
 Updated June 2011



buying breweries across the country with the ultimate goal of becoming Canada's national brewer. Labatt became part of what is now AB InBev in 1995. Labatt remains a major force in the brewing industry and one of Canada's most respected and best known companies.

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## Local claims/awards

### Claims with local sign-off

Alexander Keith's is the number one brand in the Canadian domestic specialty segment. In its home market of Nova Scotia, nearly one of every four beers sold is a Keith's.

Bud Light is the fastest growing brand in Canada supported by the successful launch of Bud Light Lime.

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## Market facts & figures<sup>1</sup>

Trends in per capita consumption: 88.9 liters per capita in 2000; 88.42 liters per capita in 2005; 83.6 litres per capita in 2010.

Trends in population growth: 30.7 million in 2000; 32.4 million in 2005; forecast 43.8 million by 2036.

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## Corporate Citizenship

### Better World initiatives

#### Responsible Use

Labatt is the Canadian beer industry's preeminent voice of moderation and for more than two decades, has been a leader in developing and implementing responsible drinking programs in the fight against drinking and driving, particularly among those most at risk — young adults aged 19-25. Labatt has constantly updated its programming over the past several years to ensure it remains relevant and newsworthy. *Make A Plan*, introduced in 2007, continues to offer tips on getting home safely, being a good host, and appointing a designated driver.

In 2010, Labatt launched a new, two-pronged responsible drinking campaign that fully leverages social media to reach and actively engage young adults with its Crash Bobbles characters. In 2010, Labatt employees stepped into the community on Be(er) Responsible Day to connect with customers, consumers, friends and family about responsible drinking, moderation and the Crash Bobbles campaign.

In 2011, Labatt launched its new *Take the Pledge* moderation campaign with billboard ads across Canada showing humorous images of people in unexpected scenarios that illustrate how determined they are to drink responsibly. The campaign which is aimed primarily at young Canadians of legal drinking age, but appeals to all consumers, asks Canadians to sign a pledge on a Facebook site that they will not drink and drive. Labatt is raising the campaign's profile by inviting other well-known public figures to go on-line and make the pledge at key times throughout the year. In appreciation for making the pledge, Labatt will donate \$1 to the True Patriot Love Foundation in support of Canadian Military Families, plus an additional \$1 if the signers decide to share the link with a friend.



## **Environment**

Labatt's commitment to the environment, and our associated Environmental Management System, are completely integrated into our everyday business practices. We have a highly developed system which involves all of our employees and suppliers, and this has allowed us to significantly minimize the environmental impact of our products, services and operations.

Labatt also encourages and rewards creativity throughout the organization in its search for innovative ideas that will help reduce the company's water and energy usage. Water is always a primary focus at Labatt, because water is a finite resource as well as an integral part of our brewing processes. Labatt sets specific targets for its environmental and water reduction goals. Over the past several years, employees at Labatt's six breweries across Canada have implemented 815 water conservation ideas. As a result, since 2005 we have reduced water consumption by 41%. Recognizing the importance of water to Canada and our products, the company launched the Labatt Fresh Water Alliance in 2008 in support of the Canadian Land Trust Alliance which works to preserve watersheds.

In addition, we have reduced fuel consumption by 28% and electricity use by 22% over the past five years. In 2010, Labatt's average recycling rate was 98.14 per cent, a two percentage point improvement over the previous year with the six Canadian breweries diverting more than 200,000 tonnes of waste from landfill. To mark World Environment Day in 2010, to promote employee engagement and recognize employee environmental stewardship, Labatt showcased its WED and other environmental initiatives in an extensive series of internal communications and reached out externally. Labatt will offer a variety of programs for WED 2011 as well.

## **Community Support**

Labatt is committed to making a difference through our people, the integrity of our business conduct, and our community support. Canada-wide, Labatt has a long-standing tradition of contributing and giving back through sponsorships and charitable donations as well as employees' personal involvement. Labatt partners with a wide range of community groups as well as key retailers to help increase their public profile and boost awareness of their various causes. To maximize the value of its contributions, Labatt customizes its involvement to meet the specific and individual needs of each organization. To that end, in 2010 Labatt and its employees stepped up to volunteer and contribute to a range of groups raising funds for everything from relief efforts following the earthquake in Haiti and Hurricane Igor touching down in Newfoundland to food banks in different communities. Labatt was also involved with the Canadian Navy as it celebrated its centennial in Halifax, Nova Scotia, while also maintaining its sponsorship of local recreational sports leagues across the country.

In 2011, Labatt is donating two of Canada's most significant collections of historic corporate materials and art to The University of Western Ontario (in Labatt's hometown of London, Ontario) and to Museum London. The donation means that Labatt's invaluable corporate legacy is available to academics and the public, providing valuable insight into the brewing industry and business in general, industrial relations, the economy, society and work forces and labour relations of the past 164 years. The transfer of the archives has established a benchmark in heritage donations, as the Canadian Cultural Property Export Review Board deemed Labatt's corporate historical material and collection to be of "outstanding significance and national importance."

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## **Management**

### **Zone President**

Canada is in Anheuser-Busch InBev's North America Zone, led by Zone President, Luiz Fernando Edmond.

### **Business Unit President**

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**For further information contact**

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