



Chile

Population¹: 16.86 million
Per capita beer consumption¹: 36.6 liters
Major languages: Spanish

Anheuser-Busch InBev in Chile key facts & figures*

Trading Name	Cervecería Chile S.A.
Volume of product sold in 2009	0.8 million hectoliters
Market position	Number 2 in the market
Market Share	14.2%
Beverage plants	1- Santiago
Number of Full-time employees	380 employees

Brands

Global Brands	Stella Artois, Becks
Local Brands	Báltica, Becker, Brahma
Recent Innovations	Brahma: Becker Roja, Brahma Bock , Brahma Extra Bock Stella Artois: Draft Beer

Brief history of Anheuser-Busch InBev in Chile

Cervecería Chile started its businesses in 1991.

In 1991 Becker was launched, then Báltica in 1993.

Our brands are sold throughout Chile. In 2004, we served Chile with two locally-brewed brands (Becker and Báltica) and we imported the Paceaña brand from Bolivia.

During fourth quarter 2005 we launched Brahma to reinforce our presence in the core segment and by March 2007 Stella Artois started to be produced locally.

On September 2008 Brahma Extra was launched.

¹Information sourced from Plato Logic unless otherwise stated.

* Source: Anheuser-Busch InBev.

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Market Consumption & Population Trends¹

Trends in per capita consumption: 26.5 liters per capita in 2000; 30.3 liters per capita in 2005; forecast 36.6 liters per capita in 2010.

Trends in population growth: 15.04 million in 2000; 16.0 million in 200; forecast 17.1 million in 2010.

Anheuser-Busch InBev management

Zone President

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

Country Manager

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www.brahma.cl

www.becker.cl

¹Information sourced from Plato Logic unless otherwise stated.
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