



Cuba

Population¹: 11.24 million
Per capita beer consumption¹: 20.1 liters
Major languages: Spanish

Anheuser-Busch InBev in Cuba key facts & figures*

Trading Name	Cerveceria Bucanero S.A.
Volume of product sold in 2009	1.1 million hectoliters
Market position	Number 1 in the market
Market share	46.6%
Beverage plants	Holguin
Number of Full time employees	Approximately 550 employees

Brands

Global Brands	Beck's
Local Brands	Bucanero ² Cristal ² , Mayabe ²
Recent Innovations	Cacique
Brand exports around the world	Bucanero and Cristal

Brief history of Anheuser-Busch InBev in Cuba

Labatt, which became part of Anheuser-Busch InBev, set-up the joint venture Bucanero with the Cuban State in 1997.

Market Consumption Trend¹

Per capita consumption is quite stable: 19.9 liters per capita in 2000; 20.2 liters per capita in 2005; 21.1 liters per capita in 2007; and 20.1 liters per capita in 2009.

¹Information sourced from third-party, local Cuban government data.

²Registered brands owned by the JV.

*Source: Anheuser-Busch InBev.

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Anheuser-Busch InBev management

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