



Ecuador

Population¹: 14.14 million

Per capita beer consumption¹: 37.9. liters

Major languages: Spanish and indigenous languages (specially Quechua)

Anheuser-Busch InBev in Ecuador facts & figures*

Trading Name	Compañía Cervecería Ambev Ecuador
Volume of product sold in 2009	192.7 hectoliters (beer)
Market position	Number 2
Market share	8.7 percent
Beverage plants	1 Plant in Guayaquil-Ambev Ecuador
Number of Full time employees	Approximately 250 employees

Brands

Local Brands	Brahma and Zenda
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Brief history of Anheuser-Busch InBev in Ecuador

AmBev began operating in Ecuador on August 22, 2004. AmBev Ecuador inaugurated one of the most modern plants of Latin America and launched Brahma, which rapidly started to gain the preference of the ecuatorian consumers.

On May 2008, AmBev Ecuador launched a second brand: Zenda. This brand was introduced simultaneously in Ecuador and Perú.

Market Consumption & Population Trends¹

Trends in per capita consumption: 21.3 liters per capita in 2000; 28.5 liters per capita in 2005; 39.2 liters per capita forecasted for 2010.

Trends in population growth: 12.53 million in 2000; 13.4 million in 2005; forecast 14.33 million in 2010.

¹Information sourced from Plato Logic unless otherwise stated.

*Source: Anheuser-Busch InBev.

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Corporate citizenship

Environment and Corporate Responsibility initiatives

In Ecuador, AmBev has launched two responsible drinking campaigns: "If you drink, don't drive." and "Just for people older than 18 years old."

Anheuser-Busch InBev management

Zone President

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

Country Manager

Henrique Mendes Junior, General Director of AmBev Ecuador

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¹Information sourced from Plato Logic unless otherwise stated.

*Source: Anheuser-Busch Annual Report.

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