



France

Population¹: 63.13

Per capita beer consumption¹: 31.3 liters

Major languages: French

Anheuser-Busch InBev in France key facts & figures*

Trading Name	AB InBev France
Number of Employees	Approximately 250 employees

Brands

Global Brands	Beck's, Stella Artois, Budweiser
Multi-country Brands	Hoegaarden, Leffe
Main Local Brands	Jupiler, Boomerang, Loburg, la Bécasse
Recent Innovations	Leffe 9°, PerfectDraft, Leffe Ruby

Brief history of Anheuser-Busch InBev in France

The Brasserie in Armentières dates back to 1650. In 1970, it was taken over by La Brasserie Artois which later became part of Interbrew in 1987. In 2005, InBev France was established which later became known as AB InBev France after the merger of InBev and Anheuser-Busch in 2009.

Market Consumption & Population Trends¹

Trends in per capita consumption: 36.1 liters per capita in 2000; 33.5 liters per capita in 2005; 31.3 liters per capita in 2010.

Trends in population growth: 59.29 million in 2000; 60.83 million in 2005; forecast 62.8 million in 2010.

¹ Information sourced from Insee, population estimate and legal statistics..

*Source: Anheuser-Busch InBev.

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Management

Zone President

France is in Anheuser-Busch InBev's Western Europe Zone, led by Zone President, Jo Van Biesbroeck.

Country Manager

Eric Lauwers is BU President for BeNeFraLux

For further information contact

Karine Mouvaux – karine.mouvaux@ab-inbev.com
www.inbev.fr
