



## Germany

**Population<sup>1</sup>:** 82.11 million  
**Per capita beer consumption<sup>1</sup>:** 112.7  
**Major languages:** German

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

<b>Trading Name</b>	InBev Deutschland Vertriebs
<b>Volume of product sold in 2009</b>	9.2 million hectoliters (Beer)
<b>Market position</b>	Number 2
<b>Market share</b>	9.4%
<b>Beverage plants</b>	Bremen, Issum, Hannover, Wernigerode, Munich
<b>Plants operating VPO</b>	Bremen is qualified
<b>Number of Employees</b>	Approximately 2900 employees
<b>Number of Global Management Trainees</b>	4

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### Brands

<b>Global Brands</b>	Beck's
<b>Multi-country Brands</b>	Hoegaarden, Leffe
<b>Local Brands</b>	Franziskaner, Löwenbräu, Hasseröder, Diebels, Haake-Beck, Spaten, Gilde
<b>Recent Innovations</b>	Beck's Ice
<b>Brand exports around the world</b>	

Beck's is the number one German beer in the world, available in more than 100 countries.

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

Anheuser-Busch InBev first entered Germany in 2001 with the acquisition of the Diebels Brewery, followed by Beck & Co in 2002. In 2003, AB InBev acquired the Gilde and Hasseröder breweries. In 2004, AB InBev acquired the Spaten-Franziskaner-Löwenbräu Brewery. After the merger of Interbrew (Belgium) and AmBev (Brasil) the German company name changed to InBev Germany in 2005. Today InBev Germany is part of the Business Unit Germany, Belgium, Austria, France, Switzerland, Luxembourg, The Netherlands, UK, Italy and Cuba.

<sup>1</sup>Information sourced from Plato Logic unless otherwise stated.

\*Source: Anheuser-Busch InBev.

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## Market Consumption & Population Trends<sup>1</sup>

Trends in per capita consumption: 128.1 liters per capita in 2000; 118.1 liters per capita in 2005; forecast 117.7 liters per capita in 2010.

Trends in population growth: 82.26 million in 2000; 82.44 million in 2005; forecast 82.03 million in 2010.

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## Corporate citizenship

### Environment and Corporate Responsibility initiatives

Responsible Consumption: Initiative "Geklärt wer fährt" (Check Who is Driving), a designated driver program for legal drinking age and up driver.

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## Anheuser-Busch InBev management

### Zone President

Germany is in Anheuser-Busch InBev's Western Europe Zone, led by Zone President, Johan van Biesbroeck

### BU President

Chris Cools

### For further information contact

Brand PR Beck's, Haake-Beck, Franziskaner, Löwenbräu, Diebels & Spokesperson Diebels Brewery: Oliver Bartelt – Manager Communications ([oliver.bartelt@ab-inbev.com](mailto:oliver.bartelt@ab-inbev.com))

Brand-PR Hasseröder & Spokesperson Hasseröder Brewery (Wernigerode) & InBev Corporate PR, Better World: Claudia Klehr – Manager Communications ([claudia.klehr@ab-inbev.com](mailto:claudia.klehr@ab-inbev.com))

Spokesperson Beck's Brewery (Bremen), Gilde Brewery (Hannover) : Henrik Oliver von Oehsen – Manager Corporate Affairs ([oliver.vonoehsen@ab-inbev.com](mailto:oliver.vonoehsen@ab-inbev.com))

Spokesperson Spaten-Franziskaner-Löwenbräu Brewery (Munich): Stefanie Scharpf – Referentin Corporate Affairs ([stefanie.scharpf@ab-inbev.com](mailto:stefanie.scharpf@ab-inbev.com))

[www.inbev-deutschland.de](http://www.inbev-deutschland.de)

[www.becks.de](http://www.becks.de) & [www.becks.com](http://www.becks.com)

[www.franziskaner.info](http://www.franziskaner.info)

[www.hasseroeder.de](http://www.hasseroeder.de)

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