



Germany

Population: 81,74 million¹
Per capita beer consumption: 98,3²
Major languages: German

Anheuser-Busch InBev in Germany key facts & figures*

Trading Name	Anheuser-Busch InBev Deutschland Holding GmbH
Volume of product sold in 2010	8.6 million hectoliters ³
Market position	Number 2
Market share	8.8%
Beverage plants	5 - Bremen, Issum, Hannover, Wernigerode, Munich
Plants operating VPO	Bremen is qualified
Number of Employees	Approximately 2900 employees
Number of Global Management Trainees	4

Brands

Global Brands	Beck's
Local Brands	Diebels, Franziskaner, Haake-Beck, Hasseröder, Löwenbräu, Spaten, Gilde
Recent Innovations	Beck's Lime, Beck's Black Currant
Brand exports around the world	

Beck's is the number one German beer in the world, available in more than 80 countries.

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, Anheuser-Busch InBev acquired the Gilde and Hasseröder breweries. In 2004, Anheuser-Busch InBev acquired the Spaten-Franziskaner-Löwenbräu Brewery.

¹ Source: desdatis

² Source: desdatis

³ Includes Switzerland and Austria



Market Consumption & Population Trends⁴

Trends in per capita consumption: 128.1 liters per capita in 2000; 118.1 liters per capita in 2005; 98,3 liters per capita in 2010.

Trends in population growth: 82.26 million in 2000; 82.44 million in 2005; 81.74 million in 2010

Corporate citizenship

Better World initiatives

Responsible Drinking:

“Geklärt wer fährt” (Check Who is Driving) is a responsible drinking campaign targeted towards young adult drivers and stresses the importance of the designated driver.

Environment:

Anheuser-Busch InBev announced its progress toward achieving a set of aggressive three-year global environmental goals as part of its Better World commitment. Core among these goals, which the company unveiled last March, is a leading-edge water-usage target for AB InBev’s plants of 3.5 hectoliters of water for each hectoliter of production by the end of 2012. The Wernigerode brewery in Germany, which was engineered to be extremely resource-efficient, has already achieved the 2012 water use goal, having reached an annual water use metric of 3.2 hectoliters of water per hectoliter of production in 2010 through a strong management focus on conservation that relentlessly pursues the most economical use of resources and fine-tunes procedures.

Anheuser-Busch InBev management

Zone President

Germany is in Anheuser-Busch InBev’s Western Europe Zone, led by Zone President, Jo Van Biesbroeck

Country Manager

Chris Cools is the BU President

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⁴ Source: desdati