



## Guatemala

**Population**<sup>1</sup>: 14.36 million (plato 2009)

**Beer consumption Per Capita**<sup>1</sup>: 11.4 liters

**Languages**: Spanish official, and more than 23 unofficial indigenous languages.

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

<b>Trading Name</b>	Industrias del Atlantico S.A.
<b>Product Volume sold in 2009</b>	221.4 million hectoliters
<b>Market Position</b>	Number 2
<b>Market Share</b>	15.3%
<b>Beverage Factory plants</b>	1 - AmBev Centroamérica
<b>Number of Full time employees</b>	Approximately 147 employees
<b>Number of Global Management Trainees</b>	3

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### Brands

<b>Local Brand</b>	Brahma (Brahva)
<b>Recent Innovation</b>	Brahva Beats Extra de Brahva

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

Anheuser-Busch InBev began operations in Guatemala in alliance with CABCORP (Central America Beverage Corporation), our local partner who had distributed Brahva since 2003, then expanding to Nicaragua in 2004 and El Salvador in 2005. BACCORP is PepsiCo's anchor bottler for Central America. Our brands brought a varied dynamic to the market, with more products, better prices, promotions and benefits for local customers.

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

Trends in per capita consumption: 11.0 liters per capita in 2005; 10.3 liters per capita in 2006; 10.5 liters per capita in 2007; 10.0 liters per capita in 2008; 10.0 liters per capita in 2010.

Trends in population growth: 11.85 million in 2000; 13.02 million in 2005; forecast 14.72 million in 2010.

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

\*Source: Anheuser-Busch InBev.

Updated: July 2010



## **Anheuser-Busch InBev management**

### **Zone President**

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

### **Country Manager**

Jose Luis Gonzalez, General Director of AmBev Centroamérica (Guatemala, El Salvador and Nicaragua)

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