



## Italy

**Population<sup>1</sup>:** 60.04 million  
**Per capita beer consumption<sup>1</sup>:** 28.2 liters  
**Major languages:** Italian

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

<b>Trading Name</b>	InBev Italia
<b>Volume of product sold in 2009</b>	1.3 million hectoliters
<b>Market position</b>	Number 3
<b>Market share</b>	8.0%
<b>Number of Full time Employees</b>	Approximately 130 employees

### Brands

<b>Global Brands</b>	Beck's, Stella Artois, Budweiser
<b>Multi-country Brands</b>	Leffe, Hoegaarden
<b>Other import Brands</b>	Tennent's Super, Brahma, Löwenbräu, Tennent's Lager, Spaten, Franziskaner, Jupiler
<b>Recent Innovations</b>	Beck's Next

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

Via Interbrew, Anheuser-Busch InBev has been active in Italy since 2000. In 2002 Interbrew Italy and Beck&Co have been integrated with the merger of both sales team and the creation of an Italian marketing team.

A new unified commercial policy was defined for 2003 onwards. Since 2005-2006 Inbev Italia has been directly selling German brands, Spaten, Franziskaner, Löwenbräu and Beck's in both the Horeca and Modern Trade channel. In 2009, AB InBev begin distributing Budweiser at the conclusion of a license agreement with Heineken.

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

\*Source: Anheuser-Busch InBev.

Updated: July 2010



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

Trends in per capita consumption: 28.3 liters per capita in 2000; 30 liters per capita in 2005; 31.1 liters per capita in 2007; 30.4 in 2008; forecast: stable trend in 2010.

Trends in population growth: 57.73 million in 2000; 59.62 million in 2008; 59.65 million in 2010.

---

### **Anheuser-Busch InBev management**

#### **Zone President**

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

#### **For further information contact**

Fabienne Rollot (Marketing and Trade Marketing Director)  
+39 0331 26 84 11

---

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

\*Source: Anheuser-Busch InBev.

Updated: July 2010