



Italy

Population¹: 60.6 million
Per capita beer consumption¹: 28 liters
Major languages: Italian

Anheuser-Busch InBev in Italy key facts & figures*

Trading Name	InBev Italia
Number of Full time Employees	Approximately 130 employees

Brands

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

Brief history of Anheuser-Busch InBev in Italy

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

Since 2005, 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 began distributing Budweiser through a license agreement with Heineken.

Market Consumption¹ & Population Trends²

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; 29.4 liters per capita in 2008; 28 liters per capita in 2010.

Trends in population growth: 57.73 million in 2000; 59.62 million in 2008; 60,6 million in 2010.

¹ Source: Assobirra

² Source : Istat

* Source: Anheuser-Busch InBev 2010 data
 Updated: June 2011



Management

Zone President

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

Country Manager

Chris Cools is BU President

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