



## Luxembourg

**Population<sup>1</sup>:** 0.5 million

**Per capita beer consumption:** 82 liters per capita (source: statec)

**Major languages:** Luxembourgish, French and German

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

<b>Trading Name</b>	Brasserie de Luxembourg Mousel-Diekirch S.A.
<b>Beverage plants</b>	1
<b>Number of Full time employees</b>	Approximately 75 employees

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### Brands

<b>Global Brands</b>	Beck's and Stella Artois
<b>Multi-country Brands</b>	Lefte, Hoegaarden
<b>Local Brands</b>	Diekirch, Mousel, Jupiler, Belle-Vue, Franziskaner, Super Bock
<b>Recent Innovations</b>	Diekirch Christmas, Diekirch Grand-Cru in one-way pack

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

Brasserie de Luxembourg Mousel-Diekirch has roots dating back to 1871, and by 1900 it had become the largest brewery in Luxembourg in terms of volume. The Diekirch brewery and the Mousel brewery merged in 2000 to create the Brasserie de Luxembourg Mousel-Diekirch. The new entity joined Interbrew in 2002, becoming part of Anheuser-Busch InBev in 2008.

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

Trends in per capita consumption: 109 liters per capita in 1999; 98 liters per capita in 2004; 84 liters per capita in 2007; 82 liters per capita in 2010 (source: statec).

Trends in population growth: 0.44 million in 2001; 0.46 million in 2005; 0.50 million in 2010.

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### Management

#### Zone President

Luxembourg is in Anheuser-Busch InBev's Western Europe Zone, led by Zone President, Jo Van Biesbroeck. The country is part of the BeNeFraLux Business unit led by Eric Lauwers.

#### Country Manager

Eric Lauwers is BU President BeNeFraLux

<sup>1</sup>Source: Brasserie de Luxembourg Mousel-Diekirch

\*Source: Anheuser-Busch InBev 2010 data

Updated: June 2011



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