



## Luxembourg

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

**Per capita beer consumption<sup>1</sup>:** 103.3 liters

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

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

<b>Trading Name</b>	Brasseries de Luxembourg Mousel-Diekirch S.A.
<b>Volume of product sold in 2009</b>	0.2 million hectoliters
<b>Market position</b>	Number 1 in the market
<b>Market share</b>	49.3%
<b>Beverage plants</b>	1
<b>Number of Full time employees</b>	Approximately 100 employees

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### Brands

<b>Global Brands</b>	Beck's and Stella Artois
<b>Multi-country Brands</b>	Leffe, Hoegaarden
<b>Local Brands</b>	Diekirch, Jupiler, Mousel, and Belle-Vue
<b>Recent Innovations</b>	Line extension available in Perfect Draft

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

Les Brasserie de Luxembourg Mousel-Diekirch has roots stretching 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 Les 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 and forecast 77.5 liters per capita in 2010 (source: statec).

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

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<sup>1</sup>Information sourced from Brasserie de Luxembourg Mousel-Diekirch

\*Source: Anheuser-Busch InBev.

Updated: July 2010



## **Anheuser-Busch InBev 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

Sales Director: Ben Verhaert

### **For further information contact**

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<sup>1</sup>Information sourced from Brasserie de Luxembourg Mouse-Diekirch

\*Source: Anheuser-Busch InBev.

Updated: July 2010