



Paraguay

Population¹: 9.81 million

Per capita beer consumption¹: 3647 liters

Major languages: Spanish and Guarani

Anheuser-Busch InBev in Paraguay key facts & figures*

Trading Name	Cia Paraguay S.A.
Volume of product sold in 2009	2.3 million hectoliters
Market position	Number 1 in the market
Market Share	97.5%
Beverage plants	Ypane
Number of Full-time employees	500 employees

Brands

Global Brands	Stella Artois, Budweiser
Local Brands	Brahma, Pilsen, Baviera, Ouro Fino
Recent Innovations	Brahma wide mouth, Brahma icepack, Brahma fridgepack, Pilsen new packaging, Pilsen World Cup can 473cc

Brief history of Anheuser-Busch InBev in Paraguay

By the end of the 19th century, a period of intellectual and economic growth began in Paraguay. Our Paraguayan brewing activities began with the installation of the first factory in 1894. Uruguayan brothers, Pedro and Juan Bosio, constituted the joint-stock company on August 27, 1910, adopting the name of 'National Brewery'. On January 10th 1939, the trading name was changed to Cervecería Paraguaya S.A. During the 1980 Cervecería Paraguaya S.A. was ranked among the first three private companies in Paraguay. On April 5th 1995, our beverage plant was inaugurated in Ypané, 30 km outside Asunción, a modern brewery, with a capacity of 2.5 million hectoliters per year.

As of April 2003, under the license agreement signed between Quilmes Industrial S.A., main shareholder of Cervecería Paraguaya S.A., and the Companhia de Bebidas das Américas (AmBev), owner of the Brahma and Ouro Fino brands, these brands became available through our distribution network.

¹Information sourced from Plato Logic unless otherwise stated.

*Source: Anheuser-Busch InBev

Updated: July 2010



Market Consumption & Population Trends¹

Trends in per capita consumption: 36.3 liters per capita in 2000; 34.7 liters per capita in 2005; forecast 40.0 liters per capita in 2010.

Trends in population growth: 5.46 million in 2000; 6.12 million in 2005; forecast 6.8 million in 2010.

Anheuser-Busch InBev management

Zone President

Paraguay is in Anheuser-Busch InBev's Latin America South Zone, led by Zone President, Bernardo Pinto Paiva.

Country Manager

Adrián Lachowski

For further information contact

Cervepar
+595 21 588-6699

¹ Information sourced from Platologic unless otherwise stated.
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