



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	Cervecería Paraguaya S.A.
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 Night, Brahma New GRB Bottle fleet, Brahma Beats 269, Stella Artois new packaging, Stella Artois Can 354cc, Stella Xmass, Baviera new visual identity, Ouro Fino New Visual Identity.

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, who later headed the company, constituted the joint-stock company in 1910, adopting the name of 'National Brewery'. In 1939, the trading name was changed to Cervecería Paraguaya S.A. During the 1980s, Cervecería Paraguaya S.A. was ranked among the first three private companies in Paraguay. In 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 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.

¹Source: PlatoLogic

*Source: Anheuser-Busch InBev 2010 data

Updated: June 2011



Market Consumption & Population Trends¹

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

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

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

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