



Peru

Population¹: 29.36 million

Per capita beer consumption¹: 33.7 liters

Major languages: Spanish, Quechua and Aymara

Anheuser-Busch InBev in Peru key facts & figures*

Trading Name	Cia Cerv. AmBev Peru SAC
Volume of product sold in 2009	0.96 million hectoliters (Beer) 2.5 million hectoliters (Soft drinks)
Market position	Number 2 in the market (Beer) Number 2 in the market (Soft drinks)
Market share	8.14% (Beer)
Beverage plants	Beer: Plant a Huachipa
Number of Full time employees	Approximately 1,200 employees
Number of Global Management Trainees	1

Brands

Global Brand	Stella Artois
Local Brands²	Brahma (beer), Zenda (local brand beer) Concordia ² , San Carlos, Pepsi, Triple Kola, 7Up (Soft drinks)
Recent Innovations	San Carlos 630ml (Water)

Brief history of Anheuser-Busch InBev in Peru

Peru has been part of Anheuser-Busch InBev's operations since 2003. In 2003, AmBev acquired Embotelladora Rivera, previous bottler of all Pepsico brands in Peru with distribution in Lima and the north zone of Peru. In June 2005, Brahma was launched in Lima and in other major cities in Peru. In December 2005, Brahma Beats was launched as the first line extension of the Brahma brand. This was followed by a special international 4-pack launched in January 2006 with global brands Stella Artois and Becks, as well as Brahma and the regional Quilmes brand. On April 2008, Ambev Peru's local brand Zenda was launched. On June 2009, Zenda was relaunched with special focus on the north region.

¹Information sourced from Plato Logic unless otherwise stated.

²Concordia, Pepsi, Triple Kola are all brewed under license or bottled under exclusive bottling agreement.

*Source: Anheuser-Busch InBev.

Updated: July 2010



Market Consumption & Population Trends¹

Trends in per capita consumption: 22 liters per capita in 2000; 27.3 liters per capita in 2005; forecast 38.0 liters per capita in 2010.

Trends in population growth: 25.68 million in 2000; 27.66 million in 2005; forecast 29.80 million in 2010.

Anheuser-Busch InBev management

Zone President

Peru is in Anheuser-Busch InBev's Latin America North Zone, led by Zone President, João Castro Neves.

Country Manager

Cristiano Oliveira Sampaio

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