



The Netherlands

Population¹: 16.57 million
Per capita beer consumption¹: 72.5
Major languages: Dutch

Anheuser-Busch InBev in The Netherlands key facts & figures*

| | |
|---------------------------------------|-----------------------------|
| Trading Name | InBev Nederland |
| Volume of product sold in 2009 | 2.2 million hectoliters |
| Market position | Number 2 |
| Market share | 15.8% |
| Beverage plants | Dommelen, Arcen |
| Number of Full time employees | Approximately 550 employees |

Brands

| | |
|-----------------------------|--|
| Global Brands | Budweiser, Stella Artois Beck's |
| Multi-country Brands | Hoegaarden, Leffe |
| Main Local Brands | Dommelsch, Jupiler, Hertog Jan |
| Recent Innovations | Perfect Draft, Hertog Jan Weizener |
| Belgian Beer Café's | Groningen, Breda, Den Haag, Delft, Rotterdam, Utrecht, Culemborg |

Brief history of Anheuser-Busch InBev in The Netherlands

Anheuser-Busch InBev has been active in the Netherlands since 1968. In 1987, operations in the Netherlands joined Interbrew, combining into InBev in 2004 and Anheuser-Busch InBev in 2008. The trading name, InBev Nederland, was established in 2006.

Local claims/awards

Claims with local sign-off

- Jupiler is the main sponsor of the first division soccer league in the Netherlands.
- 2009: Hertog Jan winner of FNLI Brand of the Year Award in the 'beer' category

¹ Information sourced from Plato Logic unless otherwise stated.

*Source: Anheuser-Busch InBev.

Updated: July 2010



Market Consumption & Population Trends¹

Trends in per capita consumption: 82.8 liters per capita in 2000; 78.9 liters per capita in 2005; forecast 74.3 liters per capita in 2010.

Trends in population growth: 15.85 million in 2000; 16.3 million in 2005; forecast 16.63 million in 2010.

Corporate citizenship

Environment and Corporate Responsibility initiatives

“Bob Designated Driver” campaign in Jupiler League

“Geen 16 geen druppel” industry campaign

Anheuser-Busch InBev management

Zone President

The Netherlands is in AB InBev’s Western Europe Zone, led by Zone President, Jo Van Biesbroeck

Country Manager

Remco Boerefijn

For further information contact

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