



United Kingdom

Population¹: 61.59 million
Per capita beer consumption¹: 80.7.3 liters
Major languages: English

Anheuser-Busch InBev UK key facts & figures*

Trading Name	AB InBev UK
Volume of product sold in 2009	12.6 million hectoliters
Market position	Number 1
Market share	21.8%
Beverage plants	Magor, Samlesbury, and Stag
Number of Employees	Approximately 1,400 employees
Number of Global Management Trainees	1

Brands

Global Brands	Beck's, Budweiser, Stella Artois
Multi-country Brands	Hoegaarden, Leffe,
Local Brands	Bass, Boddingtons, Brahma, , Harbin and Estrella-Damm
Recent Innovations	Stella Artois 4% and Beck's Vier
Brand exports around the world	Bass, Boddingtons

Brief history of Anheuser-Busch InBev in U.K.

Anheuser-Busch InBev began operating in the UK in 2000 after Interbrew (which later became Anheuser-Busch InBev) acquired Tennent Caledonian Breweries and Whitbread PLC. Stella Artois has been licensed to Whitbread since the early 1970s.

¹Information sourced from Plato Logic unless otherwise stated.

*Source: AB InBev
 Updated: July 2010



Local claims/awards

In 2009, AB InBev UK was named *Supplier of the Year* at the first National Drinks Distributors (NND) Awards in London. AB InBev UK also won the *2009 Nisa Licensed Supplier Award*.

The Beck's digital campaign won the *Revolution Award* within the FMCG category and won *best FMCG award* in 2009. The innovative Beck's music mixer and live studio competition was recognised for being a truly innovative approach to engaging consumers in the social networking space.

In 2008, Stella Artois 4% was the most successful Off-Trade Lager launch. The brand sold 114.3k hL in the time since its launch in August 2008 to year end 2008. This is more volume than the following brands sold in the whole of 2008 in the Off Trade: Peroni, MGD, Corona, Skol. (Nielsen Off-trade 2008)

In 2009, Stella Artois won 3 Cannes Grand Prix awards at the Cannes Lions Advertising Festival for the 'smoothoriginals' digital campaign. Also in 2009, Stella Artois was awarded "CoolBrands" status for the first time.

In 2010, AB InBev global brands featured prominently in The Publican's Brands Report which features the top 200 best-selling brands in the on trade. Both Beck's Vier and Stella Artois 5% ranked in the top 10, with Budweiser in the top 20, Beck's Bier in the top 30, and Stella Artois 4% entering the list for the first time in the top 120.

Market facts & figures¹

Trends in per capita consumption: 95.9 liters per capita in 2000¹; 96.3 liters per capita in 2005¹; forecast 79.5.8 liters per capita in 2010¹.

Trends in population growth: 59.44 million in 2000¹; 60.10 million in 2005¹; forecast 61.89 million in 2010¹.

The UK is a challenging, yet profitable market with per capita consumption falling and a progressively ageing population. Alcohol and health is currently on media and political agendas, with a priority focusing on responsible drinking patterns amongst young people.

Corporate citizenship

Environment and Corporate Responsibility initiatives

Local responsible drinking initiatives include:

- In November 2008, AB InBev UK launched the Stella Artois Get Home Safe campaign, fronted by former Olympic rower James Cracknell, to help consumers enjoy the festive season, encourage responsible drinking and help people map out travel plans.
- Between July and October 2008 AB InBev UK ran a grass roots campaign by Stella Artois called 'Love Your Local' which highlighted the positive role that pubs can have in promoting community spirit and responsible drinking.
- AB InBev UK is a founding member of The Portman Group, established by the alcohol industry to promote responsible consumption.

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- AB InBev UK is also a founding member and significant contributor to the Drinkaware Trust, a charity which provides advice to consumers on responsible drinking. Its website is promoted on all AB InBev UK's packaging, advertising and brand websites.
- InBev is also a founding partner of the innovative Scottish Government and Alcohol Industry Partnership which is looking at a range of initiatives including responsible sponsorship guidelines, awareness raising events and education packs for parents.

Local environmental performance includes:

- We have a commitment to light-weighting our packaging and will continue to innovate in this area without compromising quality.
- Stella Artois was the UK's first alcohol brand to sign up to the Courtauld Commitment, which aims to minimize the amount of packaging waste in the U.K.
- In 2008 Stella Artois introduced new packaging which continues working towards reducing its environmental impact: the 330 ml and 250ml bottle are best-in-class in terms of bottle weight. They are on average 81% recycled and 100% recyclable.
- In 2010, Stella Artois introduced a new lightweight bottle. To create the new lightweight bottle, Stella Artois has reduced the glass in the brand's best-selling 284 ml bottle by seven per cent, resulting in seven per cent less CO₂ per bottle produced.
- In 2009, InBev UK recycled 99.2 percent of its solid waste and brewing by-products. Since 2007, we have reduced water use by 11.1 percent and energy use by 19.3 percent. Over the past year, we have reduced our carbon emissions by 8.5 percent.
- We have worked hard to promote the importance of the environment, and each of the breweries now has a series of Environment Days each year attended by all employees. We have participated in the United Nations World Environment Day, which takes place each year on June 5.
- In 2009, World Environment Day was celebrated by the company, and InBev UK took part in a range of activities at various locations that included: A "Bike to Work" program encouraged employees to leave their cars at home and bike to work. For people who needed to travel to work by car, the number of miles traveled was offset by supporting RIPPLE, an initiative to plant trees in Africa.
- AB InBev UK closed parts of the Samlesbury brewery so that volunteers and contractors could repair leaks. At the same time, students at a local primary school were invited to design posters for World Environment Day.
- A team of employees at the Magor brewery implemented a range of energy saving initiatives.
- Two sites in the U.K. generate their own electricity through Combined Heat and Power schemes, sometimes even exporting power to the National Grid.

Anheuser-Busch InBev management

Zone President

InBev U.K. is in Anheuser-Busch InBev's Western Europe Zone, led by Zone President, Jo Van Biesbroeck.

Country Manager

Stuart MacFarlane

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