



United States of America

Population¹: 302.81 million
Per capita beer consumption¹: 81.0 liters
Major language: English

Anheuser-Busch InBev in the U.S. key facts & figures*

Trading Names	Anheuser-Busch Inc.
Volume of product sold in 2009	122.3 million hectoliters
Market position	No. 1 in the market
Market share	48.9 percent (sales to retailers)
Number of Employees	Approximately 18,000
Breweries	12

Brands

Global Brands	Budweiser, Stella Artois, Beck's
Multi-country Brands	Hoegaarden, Leffe
Local Brands	Bud Light, Bud Light Lime, Budweiser Select, Budweiser American Ale, Michelob ULTRA, Michelob Original Lager, Shock Top Belgian White, Michelob AmberBock, Busch, Busch Light, Natural Light, O'Doul's
Recent Innovations	Bud Light Golden Wheat, Select 55

Brief History of Anheuser-Busch Inc. in the U.S.

Anheuser-Busch traces its origins back to the Bavarian Brewery, which was established in 1852 in St. Louis. Eberhard Anheuser acquired the Bavarian Brewery in 1860 and renamed it E. Anheuser & Co. In 1864, his son-in-law, Adolphus Busch, joined the company that would later become Anheuser-Busch. While the company's early years were demanding, Adolphus Busch proved up to the challenge. His keen vision, bold initiative, marketing savvy and passionate commitment to quality were his legacy to those who followed, and the high standards he established have been adhered to by each succeeding generation.

Today, Anheuser-Busch produces the two best-selling beers in the world, Budweiser (introduced in 1876) and Bud Light (introduced in 1982), and operates 12 breweries in the United States.

¹ Information sourced from Plato Logic unless otherwise stated.

*Source: Anheuser-Busch InBev.

Updated: May 2010



Local Claims/Awards

***BusinessWeek's* 2009 "Best Global Brands"**

Budweiser ranked No. 30 by *BusinessWeek* in its annual list of "Best Global Brands."

***BusinessWeek's* 2008 "Best Places to Launch a Career"**

Anheuser-Busch ranked No. 19 on *BusinessWeek's* annual list of the "Best Places to Launch a Career," which identifies top employers for new college graduates.

***FORTUNE's* 2008 "100 Top MBA Employers"**

For the second year in a row, Anheuser-Busch was named to *FORTUNE's* annual list of "100 Top MBA Employers."

Human Rights Campaign Foundation 2009 "Corporate Equality Index"

For the third consecutive year, Anheuser-Busch received a perfect score of 100 percent on the Human Rights Campaign Foundation's "Corporate Equality Index," which is an annual measure of how large companies in the United States treat their GLBT employees, consumers and investors.

Mexican American Legal Defense and Educational Fund's 2009 Corporate Social Responsibility Award

To recognize Anheuser-Busch's dedication in partnering with the Latino community in the United States for more than 100 years, the company was recognized with the Corporate Social Responsibility Award from the Mexican American Legal Defense and Educational Fund (MALDEF).

Susan G. Komen for the Cure 2008 "Jill Ireland Award for Volunteerism"

Anheuser-Busch was honored by Susan G. Komen for the Cure as its corporate recipient of the 2008 "Jill Ireland Award for Volunteerism."

Washington Regional Alcohol Program's 2009 "WRAPPY" Award

In 2009, Anheuser-Busch was presented with its ninth consecutive "WRAPPY" award by the Washington Regional Alcohol Program for the company's ongoing commitment to preventing drunk driving and underage drinking in the Washington-metropolitan area.

Market Consumption & Population Trends¹

Trends in per capita consumption: 85.5 liters per capita in 2000; 82.5 liters per capita in 2005; forecast 81.5 liters per capita in 2010.

Trends in population growth: 291.92 million in 2005; forecast 305.60 million in 2010.

¹ Information sourced from Plato Logic unless otherwise stated.

*Source: Anheuser-Busch InBev.

Updated: July 2010



Corporate Citizenship

Environment and Corporate Responsibility Initiatives

In the U.S., Anheuser-Busch implements a comprehensive portfolio of more than two dozen community-based programs and national advertising campaigns to promote alcohol responsibility and help prevent underage drinking and drunk driving. For nearly three decades, the company has invested more than \$750 million in these efforts working with its local distributors across the country.

At Anheuser-Busch, we also continually seek to operate more efficiently and maintain our quality standards, while considering our environmental impacts, in order to be better stewards of the world in which we live. We focus our environmental sustainability initiatives on key issues — water, energy, recycling and packaging.

Improving Environmental Performance

- In 2009, Anheuser-Busch's U.S. breweries recycled 99.4 percent of waste and brewing by-products.
 - We reduced our water usage by nearly 32 percent since the end of 2004, saving nearly 33 billion liters of water.
 - In 2009, Anheuser-Busch has reduced energy consumption by 9.5 percent above the previous year. Our operations have reduced fuel use by nearly 27 since the end of 2004.
 - We generated approximately 15 percent of our total fuel usage from biomass and renewable energy sources in 2009.
 - In 2009, the breweries generated \$25.1 million in revenue from by-product recycling.
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A Leader in Reducing Greenhouse Gas Emissions, Anheuser-Busch joined the U.S. Environmental Protection Agency's Climate Leaders program and pledged to reduce its greenhouse gas emissions by five percent from 2005 through 2010. Through the dedication of its employees and continued use of alternative fuels, Anheuser-Busch met its goal one year ahead of schedule in December 2009. As part of receiving advanced certification of its goal from the Climate Leaders program, Anheuser-Busch's U.S. operations have committed to further decrease total greenhouse gas emissions by 15 percent by the end of 2013 based on figures from 2008.

The King of BERS

In 1985, Anheuser-Busch began implementing technology that saves millions of dollars in fuel costs, reduces the strain on the local wastewater treatment plant and provide numerous environmental benefits. Since then, the company has installed bio-energy recovery systems – or "BERS" – at 10 of its U.S. breweries. Now Anheuser-Busch is the world's largest operator of these systems, which convert wastewater into renewable biogas. BERS provides up to 15 percent of Anheuser-Busch's fuel needs at the breweries where the systems operate, resulting in decreased reliance on fossil fuels and millions of dollars in savings each year.

Anheuser-Busch Breweries Recycle More Than 99 Percent of Waste

Anheuser-Busch's 12 U.S. breweries recycle or reuse more than 99 percent of the solid waste from their brewing and packaging processes. In 2009, this amounted to nearly 4 billion pounds of materials, such as spent grain, beechwood chips, plastic, glass cullet, cardboard and metal. Recycling at Anheuser-Busch is a tradition that began in the late 1800s when the company first recycled brewers' grain into cattle feed. Employees are also encouraged to look for ways to conserve energy, water and raw materials in daily operations at the breweries and learn how to conserve energy and recycle at home.

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Anheuser-Busch InBev Management

Zone President

Luiz Fernando Edmond is Zone President of North America.

Business Unit President

Dave Peacock is President of Anheuser-Busch Inc.

For further information contact

For more information about Anheuser-Busch Inc., please call 1-800-DIAL-BUD. Some common questions also may be answered by visiting www.anheuser-busch.com or <http://contactus.anheuser-busch.com>

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