



## United States of America

**Population**<sup>1</sup>: 302.81 million  
**Per capita beer consumption**<sup>1</sup>: 81.0 liters  
**Major language**: English

### Anheuser-Busch InBev in the U.S. Key Facts & Figures\*

<b>Trading Names</b>	Anheuser-Busch
<b>Volume of Product Sold in 2010</b>	118.5 million hectoliters
<b>Market Position</b>	No. 1
<b>Market Share</b>	48.3 percent (sales to retailers)
<b>Breweries</b>	12 - St. Louis, Missouri; Newark, N.J.; Los Angeles, California; Houston, Texas; Columbus, Ohio; Jacksonville, Florida; Merrimack, N.H.; Williamsburg, Virginia; Fairfield, California; Baldwinsville, N.Y. ; Fort Collins, Colorado ; Cartersville, Georgia.

### Brands

<b>Global Brands</b>	Budweiser, Stella Artois, Beck's
<b>Multi-country Brands</b>	Hoegaarden, Leffe
<b>Local Brands</b>	Bass, Bud Light, Michelob ULTRA, Shock Top, Michelob Original Lager, Michelob Light, Michelob AmberBock, Landshark Lager, Busch/Busch Light, Natural Light
<b>Recent Innovations</b>	Bud Light Lime, Select 55, Shock Top Raspberry Wheat, Margaritaville Spiked Tea & Spiked Lemonade

### Brief History of Anheuser-Busch 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 brews 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.

<sup>1</sup>Source: PlatoLogic

\*Source: Anheuser-Busch InBev 2010 data  
 Updated: June 2011



## Market Consumption & Population Trends<sup>1</sup>

Trends in per capita consumption: 85.5 liters per capita in 2000; 82.5 liters per capita in 2005; 81 liters per capita in 2010.

Trends in population growth: 291.92 million in 2005; 308.75 million in 2010.

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## Corporate Citizenship

Anheuser-Busch and its employees build on a legacy of corporate social responsibility by focusing on three key areas: promoting alcohol responsibility, preserving and protecting the environment and making a difference in local communities.

Anheuser-Busch brings its dream – to be the Best Beer Company in a Better World – to life through the positioning: *Our World. Our Responsibility.* The mission is to connect efforts to a collective responsibility that the company shares with consumers, wholesalers, retailers and many others in the community. The popular Budweiser and Bud Light brands also activate Better World initiatives as a way to reach customers and consumers with meaningful and impactful alcohol responsibility, environmental and community programs.

### **Promoting Alcohol Responsibility**

Anheuser-Busch brews its beers to be enjoyed responsibly by adults. In close partnership with wholesalers, retailers, educators, parents, law enforcement officials, professional sports teams and many other organizations, Anheuser-Busch initiates responsible drinking programs in key markets, with a primary focus on preventing drunk driving and underage drinking. In the past three decades, Anheuser-Busch and its wholesalers have committed more than 875 million USD in national advertising campaigns and community-based programs.

### **Reaching Sports Fans**

“Good Sport” is a communications, training and fan management program designed to help stadium operators, team owners and concessionaires promote positive crowd behavior by encouraging fan responsibility at sporting events. Budweiser and Bud Light partner with teams in Major League Baseball, the National Football League, National Basketball Association, National Hockey League and Major League Soccer. About 100 teams participate in the program, with 18 new teams being added to the “Good Sport” roster in 2010.

### **Creating Resources for Parents**

Recognizing that parents have the greatest influence on their children's decisions about drinking, Family Talk About Drinking encourages open, honest communication between parents and children. To bring the program to audiences via social media, Anheuser-Busch launched a Family Talk Facebook page. Available at [www.facebook.com/AnheuserBuschFamilyTalkAboutDrinking](http://www.facebook.com/AnheuserBuschFamilyTalkAboutDrinking), the site provides an interactive method to provide alcohol responsibility resources and tips in a form that visitors can easily share with their friends and families.

### **Preserving and Protecting the Environment**

#### **Conserving Water in Our Breweries and Preserving Water in Our Communities**

High quality water is one of the main ingredients in beer, so it's no surprise that water conservation is a priority at Anheuser-Busch. While maintaining the company's high quality standards, Anheuser-Busch reduced total water use in its U.S. breweries by 34 percent in the past three years.



Anheuser-Busch also works with environmental groups to help protect watersheds around the country through donations and employee volunteerism.

### **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 provides numerous environmental benefits. Since then, the company has installed bio-energy recovery systems – or "BERS" – at 10 of its U.S. breweries. Today Anheuser-Busch is the world's largest operator of these systems, which convert wastewater into renewable biogas. BERS provides 9.5 percent of Anheuser-Busch's overall fuel needs at the breweries, resulting in decreased reliance on fossil fuels.

### **Commitment to Recycling**

In 2010, Anheuser-Busch's U.S. breweries recycled more than 99 percent of solid waste generated in the brewing and packaging processes. The company continues to look for ways to reduce, reuse and recycle, while maintaining our quality standards. Materials recycled include: grain from the brewing process, plastic strapping, aluminum, glass, cardboard, plastics and metals.

Employees also are encouraged to look for ways to conserve energy, water and raw materials in daily operations and learn how to conserve energy and recycle at home.

### **Packaging and Emissions Reductions**

In 2010, Anheuser-Busch made changes to several of its secondary packages, resulting in a net savings of 22,350 tons of fiberboard.

### **Making a Difference in the Community**

Philanthropic outreach is at the core of Anheuser-Busch's business philosophy and has been since 1906 when the company donated money to the American Red Cross to support those impacted by the San Francisco, Calif. earthquake. Since 1997, Anheuser-Busch and its Foundation have invested in local communities through donations of nearly 475 million USD to charitable organizations. The company also has provided more than 70 million cans of drinking water to people impacted by natural and other disasters since 1988.

Donations to local programs and partners support education, economic development and the environment in the communities where we live and work. In 2010, the Anheuser-Busch Foundation presented a 2 million USD gift to the 2010 United Way annual campaign, bringing the company's total giving to United Way in its hometown of St. Louis to more than 32 million USD since 1985. Employees also generously donated more than 1.2 million USD to the campaign in 2010.

In addition to the company's contributions, Anheuser-Busch's workforce is dedicated to making a difference through volunteerism, which include support of organizations such as Teach for America, River Network and Habitat for Humanity. Many employees also give countless hours to help worthy organizations. We applaud their commitments and support their efforts with the Employee Volunteer Grant program, which awards small grants to the non-profit organizations our employees regularly support with their volunteer hours.



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## Management

### **Zone President**

Luiz Fernando Edmond is Zone President of North America.

### **Business Unit President**

Dave Peacock is President of Anheuser-Busch.

### **For further information contact:**

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

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