



## Ukraine

**Population<sup>1</sup>:** 79.2.00 million  
**Per capita beer consumption<sup>1</sup>:** 48.33 liters  
**Major languages:** Ukrainian and Russian

### Anheuser-Busch InBev in Ukraine key facts & figures\*

<b>Trading Name</b>	SUN InBev Ukraine
<b>Volume of product sold in 2009</b>	10.4 million hectoliters
<b>Market position</b>	Number 1 in the market
<b>Market share</b>	39.8%
<b>Beverage plants</b>	Chernigiv branch, Nikolayv branch, Kharkiv branch
<b>Plants operating VPO</b>	All sites are qualified
<b>Number of Full time employees</b>	Approximately 3000 employees
<b>Number of Global Management Trainees</b>	3

### Brands

<b>Global Brands</b>	Beck's and Stella Artois
<b>Multi-country Brands</b>	Leffe, Hoegaarden, Staropramen
<b>Local Brands</b>	Chernigivske, Rogan, Yantar, Brahma, Löwenbraü
<b>Belgian Beer Café's</b>	2 in Kiev (Le Cosmopolite and Belle Vue), 1 in Odessa (Troubadour) and 1 in Borispol (forthcoming)

### Brief history of Anheuser-Busch InBev in Ukraine

SUN InBev Ukraine has been part of Anheuser-Busch InBev since 2000. The Chernigiv brewery 'Desna' was the first to be the part of Interbrew in 1996, followed by Mykolaiv 'Yantar' in 1999. In 2000, the Kharkiv brewery 'Rogan' became the part of the company. In 2006 SUN InBev Ukraine OJSC merged with Chernigiv Desna Brewery CJSC, Rogan Brewery OJSC, and Yantar Brewery OJSC to form a single legal entity. These breweries have been restructured into balance-free affiliates of SUN InBev Ukraine OJSC. Stella Artois has brewed in the Ukraine (Chernigiv branch SIU) since 2001, Brahma – since 2005, Becks – 2003, Staropramen – since 2004. All local brands (Chernigivske, Rogan and Yantar) are dynamic brands with strong platforms and consumer preference.

<sup>1</sup>Information sourced from Plato Logic unless otherwise stated.

\*Source: AB InBev

Updated: July 2010



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## Market facts & figures<sup>1</sup>

Trends in per capita consumption: 21.7 liters per capita in 2000; 45.0 liters per capita in 2005; forecast 53.9 liters per capita in 2010.

Trends in population growth: 49.46 million in 2000; 48.29 million in 2005; forecast 48.47 million in 2010.

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## Anheuser-Busch InBev management

### **Zone President**

The Ukraine is in Anheuser-Busch Anheuser-Busch InBev's Central & Eastern Europe Zone, led by Zone President, Francisco Sá.

### **Country Manager**

Lydmila Nakonechnaya

### **For further information contact**

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