



## Uruguay

**Population:** 3.46 million (plato 2007)

**Per capita beer consumption:** 23.5 liters (plato 2007)

**Major languages:** Spanish

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

<b>Trading Name</b>	FNC SA.
<b>Volume of product sold in 2008</b>	0.9 million hectoliters. (Beer) 0.7 million hectoliters. (Soft drinks)
<b>Market position</b>	Number 1 in the market. (Beer)
<b>Market Share</b>	97.1% Beer
<b>Beverage plants</b>	Montevideo, Minas
<b>Number of Full time employees</b>	500 employees

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### Brands

<b>Global Brands</b>	Stella Artois
<b>Local Brands</b>	Pilsen, Patricia
<b>Recent Innovations</b>	Pilsen Sout Limited edition. Patricia porter limited edition, Patricia Red Lager limited edition, Pilsen Ambar, Patricia Dunkel.
<b>Brand exports around the world</b>	Pilsen and Patricia

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

Ambev bought Cervecería Patricia in October 2001, Cervecería y Maltería Paysandu in Jan 2002. In 2003 Quilmes and Ambev merged their operations in Uruguay in FNC. In 2007 FNC became part of the Latin America South Zone of Anheuser-Busch InBev.

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

#### Market analysis and growth outlook

Trends in per capita consumption: 20.8 liters per capita in 2000; 20.2 liters per capita in 2005; forecast 26 liters per capita in 2010.

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



Trends in population growth: 3.30 million in 2000; 3.42 million in 2005; forecast 3.52 million in 2010.

Per capita consumption is expected to grow, providing small but steady volume growth for AB-InBev.

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## **Anheuser-Busch InBev management**

### **Zone President**

Uruguay is in Anheuser-Busch InBev's Latin America South Zone, led by Zone President, Bernardo Pinto Paiva.

### **Country Manager**

Gabriel Tobarías

### **For further information contact**

FNC

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