



Uruguay

Population¹: 3.5 million
Per capita beer consumption¹: 24.3
Major languages: Spanish

Anheuser-Busch InBev in Uruguay key facts & figures*

Trading Name	FNC SA.
Volume of product sold in 2009	0.9 million hectoliters (Beer) 0.7 million hectoliters (Soft drinks)
Market position	Number 1 in the market (Beer)
Beverage plants	Montevideo and Minas
Number of Full time employees	500 employees

Brands

Global Brands	Budweiser, Stella Artois
Local Brands	Pilsen, Patricia, Notena
Recent Innovations	Pilsen Sout, Patricia Porter limited edition, Patricia Red Lager limited edition, Pilsen Ambar, Patricia Dunkel limited edition, Pilsen Sonic limited edition.
Brand exports around the world	Norteña, Pilsen and Patricia

Brief history of Anheuser-Busch InBev in Uruguay

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

¹ Information sourced from Plato Logic unless otherwise stated.
 *Source: Anheuser-Busch InBev.
 Updated: July 2010



Market Consumption & Population Trends¹

Trends in per capita consumption: 20.8 liters per capita in 2000; 20.2 liters per capita in 2005; forecast 25.8 liters per capita in 2010.

Trends in population growth: 3.30 million in 2000; 3.42 million in 2005; forecast 3.5 million in 2010.

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 +(59 82) 20 01 681

¹ Information sourced from Plato Logic unless otherwise stated.
Updated: July 2010