



Venezuela

Population¹: 28.02 million
Per capita beer consumption¹: 80.0 liters
Major languages: Spanish

Anheuser-Busch InBev in Venezuela key facts & figures*

Trading Name	COMPAÑÍA BRAHMA VENEZUELA, S.A.
Volume of product sold in 2009	0.8 million hectoliters. (Beer)
Market position	Number 3 in the market. (Beer)
Market share	4.1% (Beer)
Beverage plants	Compañía Brahma Venezuela
Number of Full time employees	Approximately 700 employees
Number of Global Management Trainees	6

Brands

Local Brands Brahma Light, Extra Light, Zulia, Brahma

Brief history of Anheuser-Busch InBev in Venezuela

In 1994, Brahma Company acquired the brewer C.A. Cervecera Nacional and launched Brahma Chopp. Over the years, the company introduced numerous innovations, such as the 355 ml can (SKU), and impressive promotions directed to the consumers. In 2001 Brahma Light was launched, a beer that has become one of the most important products of the company.

Market facts & figures¹

Other market players Market analysis and growth outlook

Trends in per capita consumption: 87.2 liters per capita in 2000; 86.3 liters per capita in 2005; forecast 81.5 litres per capita in 2010.

Trends in population growth: 23.82 million in 2000; 26.51 million in 2005; forecast 28.41 million in 2010.

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



Corporate citizenship

Environment and Corporate Responsibility initiatives

The AmBev Venezuela plant reuses 97% of the by-products that it generates during the production process which are re-used in different industries. AmBev Venezuela sponsors the Association for Environment and Nature Defense (ADAN), a non-governmental organization that works to improve the quality of life in the community. ADAN is concerned with the destination of solid residues produced such as glass bottles.

Since 2006, AmBev Venezuela has promoted its responsible drinking campaigns; "Si bebiste no manejes" (If you drink, do not drive) and "Cerveza solo para mayores de 18 años" (Beer is only for those over 18). In 2008, the company launched its "People who care" program focusing on the "Drink or Drive" message. The program involved all of our employees and was extended to universities and pubs in Venezuela.

Anheuser-Busch InBev management

Zone President

Venezuela is in Anheuser-Busch InBev's Latin America North Zone, led by Zone President, João Castro Neves.

Country Manager

Horacio Rosentgberg, General Director of AmBev Venezuela.

For further information contact

Lilian Alford Wolf
Corporate Affairs Manager
58 212 2122050 / 58 412 3031129
lilian.alford@ambev.com.ve
www.brahma.com.ve
