

Australia

Beer Consumption
94 litres

Population
24.2 million

About us

Carlton & United Breweries

In 1907 in Melbourne Carlton, Shamrock and McCracken united to form Carlton & United Breweries (CUB), one of the most iconic beer companies in Australia.

Headquartered in Melbourne, Victoria, we have breweries across the country and employ some 1900 people. At Abbotsford in Melbourne, Yatala outside Brisbane and in South Hobart, our brewing sites have been part of the community for decades.

We brew some of Australia's most famous beers, including Victoria Bitter, Carlton Draught, Carlton Dry, Cascade, Crown Lager, Great Northern, Melbourne Bitter, Pure Blonde as well as ciders including Strongbow, Mercury, and Bulmers.

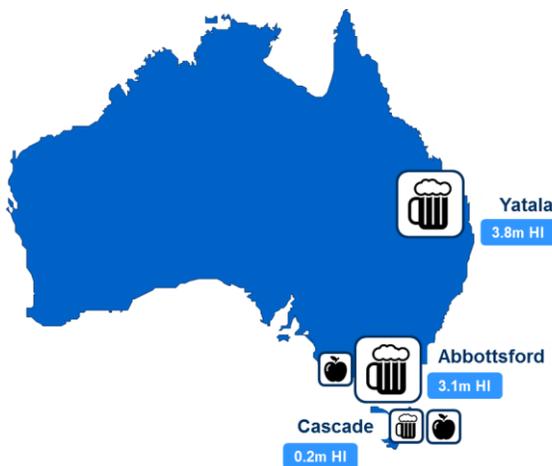
In 2011, CUB became part of the SABMiller group and is now part of AB InBev following its combination with SABMiller in 2016.

Key facts

Number of employees: 1947

Market position: No. 1

Market share: 47%



Our brands

As well as distributing premium international brands, we also brew a wide range of local and specialty beers. Our brands include:



Brand highlights and innovations

2015 Beer Innovation
The launch of Great Northern Super Crisp has been a highlight for CUB and our customers. This contemporary lager, which was launched out of Queensland, has been one of the fastest growing beers in recent history.

2015-16 Beer and Cider Innovation
We have recently invested in our Pure Blonde beer and launched Pure Blonde cider.

2016 Beer Innovation
The launch of Lazy Yak has been one of CUB's recent success stories and adds to the "Yak Family", a franchise that has enjoyed unprecedented growth in the craft space.

Our commitment to building a better world



- Our innovative social media campaign, "How to drink properly", in partnership with Drinkwise aims to address inappropriate consumption of alcohol by young people.
- Significant greenhouse gas reductions have been achieved in our value chain through glass light-weighting programs with Owens Illinois.
- Brisbane's Yatala brewery has been a world leader in water efficiency for over a decade. All CUB breweries have a low water risk profile.
- Our biogas production technology reduces natural gas use at our Brisbane and Hobart breweries

Our management

Business Unit President

Peter Filipovic
peter.filipovic@cub.com.au

Contact information

Media Relations Manager: Jennifer Howard
jennifer.howard@cub.com.au