

Nigeria



Beer consumption
9 litres



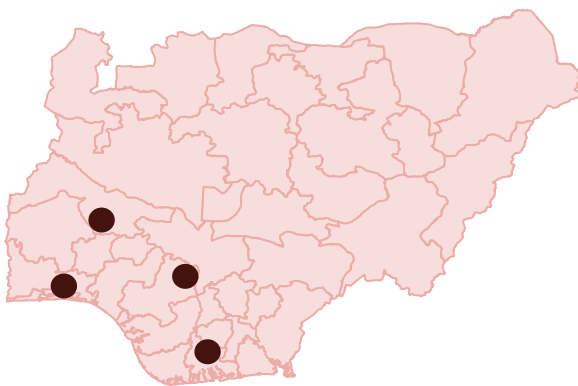
Population
175 million

About us

Our Nigerian business operates three breweries, the most recent of which was commissioned in Onitsha, Anambra State in 2012. This was a green-field brewery facility with an investment of US\$100-million. The opening of this new brewery also marked the launch of Hero Lager, a regional brand whose performance has since transformed the shape of the very competitive Nigerian beer market. The Nigerian business is made up of four separate business entities:

- Pabod Breweries Ltd (PBL) in Port Harcourt Rivers State,
- Intafact Beverages Ltd (IBL) in Onitsha Anambra State
- International Breweries Plc. (IBP) in Ilesha in Osun State
- Beverage Management Services (BMS). Our Spirits business based in Port Harcourt, Rivers State.

Our central office is in Lagos and we have three breweries and one spirits distillery.



Our brands

Our portfolio of beer brands meets the needs of a wide range of consumers and includes some of the country's most popular beer brands. These include:



Castle Lager

Multi-country brand



Castle Lite

Multi-country brand



Castle Milk Stout



Castle Milk Stout Chocolate



HERO



Trophy



Eagle



1960 Rootz



Redd's Premium Cider



Grand Malt



Beta Malt

Brand Highlights and Innovations

From "Zero to Hero"

Hero Lager launched in 2012 and grew from zero to become the third biggest brand.

Innovative malt brands

Grand Malt continues to lead innovation in the malt market in Nigeria – the biggest malt market in the world.

Driving Affordability

We are driving innovation in our affordable brands portfolio. The recently introduced 'Eagle' is one example.

Our commitment to building a better world



- We are supporting small business with our Hero and Trophy Foundations, as well as focusing on creating enterprise with local 'mini' distributors using the "Keke" Scheme and supporting retailers with the Retailer Development Program.
- We are driving water and carbon efficiency and supporting local communities in the provision and management of water.
- We are working with industry partners to promote and support responsible consumption, focused on road safety and responsible retailing.

Our management

Business Unit President

Our Business Unit President is Andries du Plessis Nigeria is in AB InBev's Africa Zone, led by Zone President Ricardo Tadeu

Contact information

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