


# Russia

Beer Consumption  
 **62.6** liters

Population  
 **143.5** million

## About us

### SUN InBev

SUN InBev JCS is the Russian subsidiary of AB InBev. It was founded in 1999 and has one of the leading positions in the Russian market. The company uses the most advanced technologies in production, marketing, logistics and management as part of its dream to bring people together for a better world.

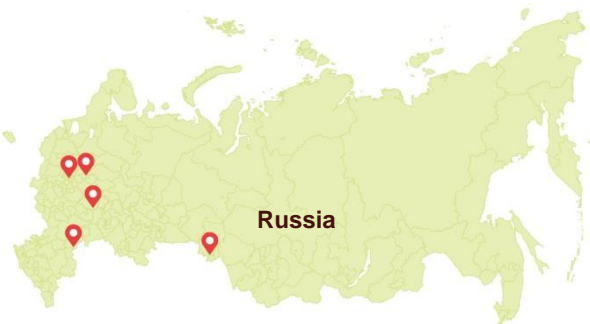
Our headquarters are located in Moscow and we have 5 breweries across the country in: Klin, Volzhskiy, Omsk, Saransk and Ivanovo.

## Key facts

Number of employees: 3 000

Market position: #2

Market share: 13,9%



## Our brands

As well as our global brands, we also brew and sell a wide range of local and specialty beers. These include:



**Bud**  
Global brand



**Stella Artois**  
Global brand



**Hoegaarden**  
Multi-country brand



**Löwenbräu**



**Staropramen**



**Sibirskaya Korona**



**Klinskoe**



**Chernigovske**



**Tinkoff**



**Tolstyak**



**Bagbier**

## Brand highlights and innovations

### 2015 Beer Innovation

Siberian Crown. We launched the Siberian Character Craft subline: Altai Wind IPA, Taiga Brown Stout, Amur Temper Rye Ale. We have developed a range of specialty beers dedicated to legendary Siberian animals.



## Our commitment to building a better world



- In 2015, we launched a new set of **Global Smart Drinking Goals** that aim to empower consumers to make smart drinking choices and reduce the harmful use of alcohol by the end of 2025.
- Our **Global Beer Responsibility Day** unites brewers and retailers, local authorities and NGOs. Our activity covered 87,000 retail stores in 120 cities and involved 7000 volunteers.
- Our “**Don’t drink and drive**” program involves 2000 driver schools.
- For **World Environment Day** we organized 18 events in 6 cities, involving 776 corporate volunteers. We planted 4000+ trees and collected 10,000+ trash packages.

## Our management

### Business Unit President

SUN InBev JSC is a part of AB InBev, Eastern Europe, led by BU President Dmitry Shpakov

### Contact information

Evgeniya Litvinova  
 +7 495 960 23 60  
 Evgeniya.Litvinova@ab-inbev.com

[www.suninbev.ru](http://www.suninbev.ru)  
[www.facebook.com/SUNInBev](https://www.facebook.com/SUNInBev)  
[www.instagram.com/suninbev](https://www.instagram.com/suninbev)