

South Africa



Beer Consumption
58 liters



Population
55.9 million

About us

The South African Breweries (Pty) Ltd

Founded in 1895, The South African Breweries (SAB) is South Africa's premier brewer and an integral part of the social fabric of South Africa. Over the span of more than 120 years, SAB has flourished and was the historical birthplace of the global entity, SABMiller. Today SAB is the South African business of AB InBev following the combination between SABMiller and AB InBev in 2016.

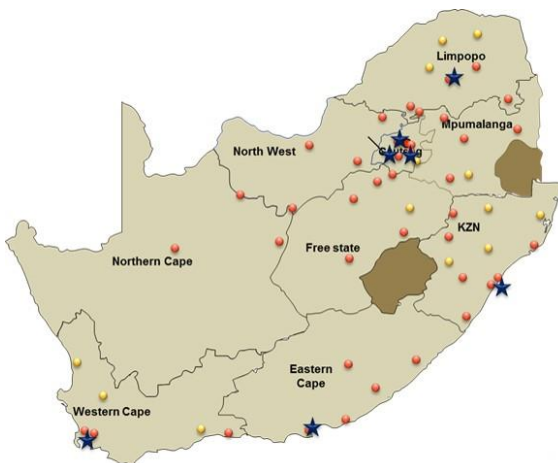
SAB is known as a corporate trailblazer. Having adopted its first employment equity policy as early as 1971, SAB has been a pioneer for change in South Africa. In 2009, SAB tabled its broad-based black economic empowerment transaction, SAB Zenzele. Through its various corporate social responsibility programmes, SAB actively invests in community partnerships and works to promote socio-economic and enterprise development to build a better and stronger South Africa.

Key facts

Annual brewing capacity: 3.1 billion liters

Head office: Johannesburg

Breweries: 7



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:



Brand highlights and innovations

2016 Beer Innovation

Brutal Fruit 8 Rosé Flavoured Alcoholic Drink

2016 Beer Innovation

Carvers Weiss wheat beer

2016 Beer Innovation

Liberado beer with tequila flavouring

Our commitment to building a better world



- We support local farmers to establish thriving barley, hops, maize and malt industries.
- We invest in local suppliers and promote enterprise development through business coaching and engineering support.
- We invest in communities to promote and support sustainability education, safe driving, responsible drinking and alternative energy use.

Our management

Business Unit President

South Africa is in AB InBev's Africa Zone, led by Zone President Ricardo Tadeu and Business Unit President Yokesh Maharaj

Contact information

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