


UK

 **Beer Consumption**
67.7 liters

 **Population**
65.1 million

About us

AB InBev UK (North Europe)

Anheuser-Busch InBev began operating in the UK in 2000 after Interbrew (which later became Anheuser-Busch InBev) acquired Whitbread Plc. Stella Artois had been licensed to Whitbread since the early 1970s. AB InBev UK is part of Anheuser-Busch InBev's Europe Zone.

Our headquarters are in Luton and we have three breweries across the country. These include:

- Samlesbury Brewery in Preston
- Magor Brewery in Wales
- Camden Brewery in London

Key facts

Number of employees: Approx. 1000

Market position: #3

Market share: 17.7%



Our brands

As well as our three global brands, we also produce and sell a wide range of international, local and specialty beers in the UK. Our brands include:



Stella Artois
Global brand



Corona
Global brand



Budweiser
Global brand



Beck's
Multi-country brand



Hoegaarden
Multi-country brand



Leffe
Multi-country brand



Beck's Blue



Goose Island



Stella Artois Cidre



Camden



Boddingtons



Bass

Brand highlights and innovations

2016 Beer Innovation

- Launch of Budweiser Twist-off
- Extension of alcohol-free range with introduction of Beck's Blue Lemon NA
- Introduction of specialty division - with Camden Town, Goose Island IPA and a re-launch for Leffe and Hoegaarden

2016 Beer Awards

- Stella Artois voted no.1 lager brand in Britain, Budweiser no.3 and Corona ranked the fastest growing lager brand (The Grocer, Top Products)
- Beck's Blue winner of People's Choice Award at the @ZeroAlcoholAwards



Our commitment to building a better world

- Our ambition is to use 100% UK-grown barley at our UK breweries and over 80 farms across the country are already committed to growing barley for Budweiser.
- We recently built a new 14,000m² warehouse at our Magor Brewery in Wales which can house 2 million bottles of beer - saving us 348,000 miles a year in travel.
- We have a long-term partnership with Hospice UK, matching every pound raised by our employees for local hospices and offering the opportunity to volunteer.
- We have partnered with Drinkaware on a campaign that focuses on "Have a little less, feel a lot better." This is designed to encourage men aged 45-64 to think about their drinking and show how making a small change, such as switching to an alcohol free beer like Beck's Blue, can have a big health impact.

Our management

Business Unit President

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Contact information

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