

Belgium

 Beer Consumption
71 liters

 Population
11.2 million

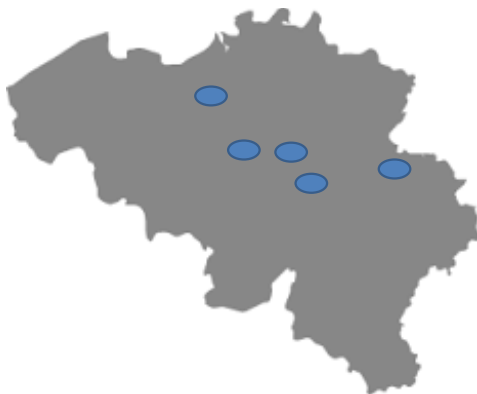
About us

Our dedication to quality has its roots in a brewing tradition of more than 600 years and the “Den Hoorn” brewery in Leuven. In 1987 Interbrew was created from the combination of two Belgian breweries: Artois (Leuven) and Piedboeuf (Liège, Jupille). InBev was then formed in 2004 from the combination of Interbrew and the Brazilian brewer AmBev. In 2008 InBev and Anheuser-Busch combined into Anheuser-Busch InBev, with its global headquarters in Leuven. InBev Belgium strives to energize the Belgian beer market as a whole through a balanced approach of tradition and innovation based on consumers’ preferences as well as a focus on craftsmanship and quality.

Our headquarters are in Leuven and we have five breweries across the country in Leuven, Jupille, Hoegaarden, Sint-Pieters-Leeuw and Buggenhout.

Key facts

Number of employees: 2700
Market position: #1
Breweries: 5



Our brands

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



Stella Artois
Global brand

Corona
Global brand

Hoegaarden
Multi-country brand

Leffe
Multi-country brand

Cubanisto

Jupiler

Belle-Vue

Brand highlights and innovations



2015 Beer Innovation
Leffe Royale range



2016 Beer Innovation
Hoegaarden Radler 0.0 Agravum and Lemon & Lime



2016 Experience Innovation
New glassware and food pairing with Pavé à la Leffe

Our commitment to building a better world



- We have invested 110 million EUR in our Leuven, Hoegaarden and Jupille breweries.
- We are partnering with the city of Leuven, the University Hospital and the University of Leuven to reduce the harmful alcohol use of alcohol within the city by 10% by 2020.
- To promote the sustainable use of resources, we are investing in solar power, heat recuperation and water reuse.

Our management

Jean-Jacques Velkeniers
Business Unit President Europe West

Stuart MacFarlane
Zone President Europe

Contact information
+32 475 92 22 40

Korneel.Warlop@ab-inbev.com

www.ab-inbev.be