

# Belgium

Beer Consumption  
 **71** liters

Population  
 **11,2** million

## About us

InBev Belgium's dedication to quality goes back to a brewing tradition of more than 600 years and the "Den Hoorn" brewery in Leuven. In 1987 the brewing group Interbrew originates from the combination of two Belgian breweries: Artois (Leuven) and Piedboeuf (Liège, Jupille). InBev originated in 2004 from the combination of Interbrew and Brazilian brewer AmBev. In 2008 InBev and Anheuser-Busch combined into Anheuser-Busch InBev, the global leading brewer. The main Belgian brands are: Stella Artois, Jupiler, Leffe, Hoegaarden and Belle-Vue. InBev Belgium strives to energize the Belgian beer market as a whole through a balanced approach of tradition and innovation based on customers' preferences as well as a focus on craftsmanship and quality.

Our headquarters are in Leuven and we have 4 breweries across the country. These include:

Leuven, Jupille, Hoegaarden and Sint-Pieters-Leeuw

## Key facts

Number of employees: 2700

Market position: 1



Opening of the new brewing line in Leuven with AB InBev CEO Brito and Belgian Prime Minister Michel

## Our Brands

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



Stella Artois  
Global brand

Corona  
Global brand

Hoegaarden  
Multi-country brand

Leffe  
Multi-country brand

Cubanisto  
Local brand

Jupiler  
Local brand

Belle-Vue  
Local brand

## Brand highlights and innovations



2015 Beer Innovation  
Leffe Royale range



2016 Beer Innovation  
Hoegaarden Radler 0.0 Agrum and Lemon & Lime



2016 Experience Innovation  
New glassware and foodpairing with Pavé à la Leffe

## Our commitment to building a Better World



- Through investments up to 110 million EUR in brewery expansions.
- Partnering to reduce the harmful alcohol use (picture) and offering choice to our clients and better inform them on nutritional info.
- Through ongoing pioneer projects on new ways of mobility, water reuse or energy saving.

## Our management

Jean-Jacques Velkeniers

Business Unit President Europe West

Belgium is in AB InBev's Europe Zone, led by Zone President Stuart MacFarlane

### Contact information

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