

Brazil's Brahma Beer Invades 15 Countries

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InBev, the world's largest brewer by volume, announced today the global launch of Brazilian beer Brahma spanning more than 15 countries including the United States.

It is the first global beer launch on this scale in the industry, breaking with existing beer paradigms, and the first visible sign of the newly combined companies.

Brahma is packaged in an iconic contoured bottle with an original, visible curve, capturing the authenticity of Brazil.

Other launch countries include the United Kingdom, Canada, Belgium, France, The Netherlands, Russia, the Ukraine, Luxemburg, Portugal, Spain, Greece, Australia, and New Zealand in spring 2005.

The introduction of the world's eighth largest beer brand marks the first major product launch since the combination of Interbrew and Ambev to form Inbev

The announcement was made by John Brock, chief executive officer of InBev.

"Only seven months after the two companies combined we experience today a very strong visible and tangible sign of the collective strength of this new exciting company. This global launch leverages our strengths and global breadth as the biggest brewer in the world to deliver a proposition that lives up to being the best in the world," said Brock during the announcement at New York City's Plataforma Restaurant.

First brewed in Brazil in 1888, Brahma, one of the most famous and best-selling beers in Brazil and throughout Latin America, is also the eighth largest beer brand in the world.

Brahma offers a distinct and exciting taste sensation with a clean, light and refreshing crisp finish with papaya after notes. Unlike any other beer, Brahma does not leave a bitter aftertaste.

Its crystal clear packaging in the swing bottle with its embossed Brahma lettering gently and ergonomically fits into consumers' hands.

The "Rio-flash Red" Brahma brand block on the packaging exudes the passion and excitement of Brazil.

Brahma's bottle is reflective of a popular word in Brazil known as 'Ginga' (pronounced "jinga"). 'Ginga' is a Brazilian philosophy and approach to life fusing creativity and ingenuity and, living life to the fullest with effortless flair. The unique Brahma bottle is designed to allow people to have 'Ginga' in the palm of their hand.

"Brahma captures this Brazilian philosophy and style through its taste and through the bottle itself," said Simon Thorpe, president of InBev USA.

"Marketing support in the U.S. will allow people to experience the authentic Brazil for themselves, with strong on-premise sampling and media support that will deliver the cachet of Brazilian 'Ginga' in a way relevant to how beer drinkers live.

"And of course, the liquid and innovative curved bottle will drive consumers to try the brand. Once people have tried Brahma, there will be no turning back."

Los Angeles, San Diego and Santa Barbara, CA and Miami, and Tampa/ St. Petersburg and Orlando, FL will be the first markets in the U.S. to experience the 'Ginga' of Brahma on June 1, 2005.

New York City, Chicago, Boston and Austin, Dallas, Houston and San Antonio, TX will follow toward the end of June and early July 2005.

Brahma will be available in bars and in retail outlets around the globe starting in April 2005 and in the U.S. in June 2005. In the U.S., Brahma will be available in 12 oz bottles in six and 12-packs.

InBev is a publicly traded company based in Leuven, Belgium. The company's origins date back to 1366, and today it is the leading global brewer by volume.

InBev's strategy is to strengthen its local platforms by building significant positions in the world's major beer markets through organic growth, world-class efficiency, targeted acquisitions, and by putting consumers first.

InBev has a portfolio of more than 200 brands, including Stella Artois, Brahma, Beck's, Skol - the third-largest selling beer brand in the world - Leffe, Hoegaarden, Staropramen and Bass.

InBev employs some 77,000 people, running operations in over 30 countries across the Americas, Europe and Asia Pacific.

In 2004, InBev realized a net turnover of 8.57 billion euro (including four months of AmBev).

InBev USA

Formed by the combination of Labatt USA and Beck's North America, InBev USA distributes some of the world's leading premium beers, including Beck's, Stella Artois, and Bass.

As "America's Premium Beer Company," InBev USA offers a portfolio of over 20 international brands, including Labatt Blue and Labatt Blue Light, as well as Rolling Rock and Rock Green Light, both brewed by the Latrobe Brewing Company.

InBev USA is also the #1 supplier of imported draught beer to bars and restaurants throughout the country.

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