



# Global Brewer Analyser 2011

## SAMPLE PAGES

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**Wisdom Databases and Reports available from the Canadean Beer Service in 2011:**

<b>Global Beer Excel Reports</b>			
Global Beer Trends			
Global Brewer Analyser			
<b>Beer Country Market Insight Reports and Wisdom Databases</b>			
<b>Asia</b>			
Australia	Indonesia	Philippines	Taiwan
China (+ regions)	Japan	Singapore	Thailand
Hong Kong	Malaysia	South Korea	Vietnam
India			
<b>Americas</b>			
Argentina	Chile	Guatemala	Panama
Brazil	Colombia	Honduras	USA
Canada	Costa Rica	Mexico	Venezuela
Caribbean (1)	El Salvador	Nicaragua	
<b>West Europe</b>			
Austria	Germany	Italy	Spain
Belgium	Greece	Netherlands	Sweden
Denmark	Ireland (Republic)	Norway	Switzerland
Finland	Ireland (Northern)	Portugal	United Kingdom
France			
<b>East Europe</b>			
Bulgaria	Hungary	Romania	Slovenia
Croatia	Latvia	Russia	Turkey
Czech Republic	Lithuania	Serbia	Ukraine
Estonia	Poland	Slovak Republic	
In addition to the above reports, topline data is also available for another 120 countries.			
(1) Includes data on: Antigua, Bahamas, Barbados, Belize, Cuba, Dominica, Dominican Republic, Grenada, Guadeloupe, Guyana, Haiti, Jamaica, Martinique, Netherlands Antilles, Puerto Rico, St Kitts, St Lucia, St Vincent, Surinam, Trinidad & Tobago.			

For more information on Canadean's Beer Service, Wisdom or any of Canadean's other beverage services or consulting please contact Canadean on tel: +44 (0)1256 394200, email: [sales@canadean.com](mailto:sales@canadean.com) or visit [www.canadean.com](http://www.canadean.com)

global  
BEER

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Global Volume, Hecolitres, 2010

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- Brewing Subsidiaries: Volumes of Owned Brands, % Equity Ownership, 000s hl, 2006-2010
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- Third Party Licensed Volumes: Company Owned Brands Brewed by Third Parties, % Equity Ownership, 000s hl, 2006-2010
- Associate Volumes, % Equity, 000s hl, 2006-2010

#### Brewers Covered:

A-BInBev

Asahi Breweries

Asia Pacific Breweries

Carlsberg Group

Castel

China Resources Enterprises

Chongqing Brewery

Diageo (Guinness)

Efes Beverage Group

Grupo Modelo

Heineken

Henan Jinxing Brewery  
Kirin Breweries  
Mahou San Miguel  
Molson Coors Brewing Company  
Polar  
Radeberger  
Royal Unibrew  
SABMiller  
San Miguel  
Sapporo  
Schincariol  
Suntory  
Tsingtao  
Yanjing Brewery

Data horizon: 2006 to 2010 ACTUAL (000s hl)

**Note**

**Data extracted from Wisdom, Canadean Limited's Global Database.  
All data is owned by Canadean Limited and may not be passed to a third party without written consent from Canadean Limited.**

**Asia Pacific Breweries Global Brewer Profile**



GLOBAL RANK 2010: 33  
 GLOBAL SHARE 2010: 0.4%  
 GLOBAL VOLUME 2010: 8,394 hl

OFFICIAL COMPANY NAME: Asia Pacific Breweries Limited  
 HEAD OFFICE ADDRESS: #21-00 Alexandra Point, 438 Alexandra Road, Singapore 119958  
 WEBSITE: [www.apb.com.sg](http://www.apb.com.sg)

**TOP 10 BRANDS: GLOBAL VOLUME SHARE**

Brand	% share 2010
Tiger	
Reeb	
Bintang	
Anchor	
SP	
Gold Crown	
Tui	
Export Gold	
ABC Stout	
Barons	

Source : Wisdom Database

**GLOBAL BREWER VOLUME BUILDER**

**Brewer Volume Summary**

	Volume (000 hl)				
	2006	2007	2008	2009	2010
Subsidiary Volume [1]					
Export Volume [2]					
Third Party Licensed Volume [3]					
<b>Total Company Volume</b>					
Associate Volume [4]					
[1] Volumes of owned brands and brands owned by other companies brewed under licence [2] Exported volumes by destination [3] Company owned brands brewed by Third Parties [4] Volumes of companies in which <51% of the equity is held and no management control					

Source : Wisdom Database

**Brewing Subsidiaries: Volumes of Owned Brands**

Market	Company	Equity Ownership %	Volume (000 hl)				
			2006	2007	2008	2009	2010
China	Heineken Asia Pacific						
Vietnam	Vietnam Brewery						
Indonesia	Pt Multi Bintang						
Cambodia	Cambodia Brewery						
New Zealand	DB Breweries						
Papua New Guinea	South Pacific Brewery Ltd						
Malaysia	Guinness Anchor						
Singapore	Asia Pacific Breweries						
New Caledonia	Brasseries De NC						
Sri Lanka	Asia Pacific Breweries (Sri Lanka)						
Thailand	Thai Asia Pacific						
Laos	Lao Asia Pacific						
India	Asia Pacific Breweries Aurangabad Ltd						
<b>Total Subsidiaries</b>							

Source : Wisdom Database

**Exported Volume by Destination**

Market	Company	Volume (000 hl)				
		2006	2007	2008	2009	2010
United Kingdom	Heineken UK					
Australia	Heineken Lion Australia					
Hong Kong	Heineken Hong Kong					
Philippines	Others					
South Korea	Others					
Denmark	Others					
Taiwan	TAIT Taiwan					
Finland	Hartwall					
Republic of Ireland	Richmond Marketing					
Greece	Athenian Brewery					
United Kingdom	Scottish & Newcastle, UK					
Indonesia	Pt Multi Bintang					
United Kingdom	Tiger UK					
<b>Total Exports</b>						

Source : Wisdom Database

**Third Party Licensed Volumes: Company Owned Brands Brewed by Third Parties**

Market	Third Party Company	Equity Ownership %	Volume (000 hl)				
			2006	2007	2008	2009	2010
None							
<b>Total Third Party Licensed Brewing</b>							
<b>Total Owned Volume</b>							

Source : Wisdom Database