

Who is Managing My Brand? The Manufacturer's Perspective

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Limited

Who are Interbrew / InBev?



- The World's biggest brewer by volume
- 190 million hectolitres per annum
- 13% of the world beer market
- Three global flagship brands: Stella Artois, Beck's and Brahma
- Number 1 or 2 positions in over 20 key markets
- 70,000 employees worldwide

Product Safety



- Brands are key to our success
- Consumer satisfaction, product quality and safety
- Managing brands from a product safety perspective
- The Interbrew Product Safety Policy
- “Prevention, Detection, Reaction”

Prevention, Detection, Reaction



- Product Integrity Policy
- Food Safety Health-check
- Food Safety Analytical Program
- Continuous Customer Dialogue
- Product Recovery

Product Recovery



- Complaint and recovery process
- If in doubt, recall
- Never delay a recall
- Prompt effective recall can underpin confidence in the brand

Thank you