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# World Drinks Marketing Directory

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# Introduction

This sixth edition of Euromonitor International's World Drinks Marketing Directory brings together and conveniently presents in one volume key industry and marketing information and current data on key industry players throughout the world.

Product coverage includes:

- Asian speciality drinks
- Beer
- Bottled water
- Carbonates
- Cider/perry
- Concentrates
- FABs (flavoured alcoholic beverages)
- Fruit/vegetable juice
- Functional drinks
- RTD coffee
- RTD tea
- Spirits
- Wine

## ***Research methodology and selection criteria***

Industry information presented has been compiled from Euromonitor International's comprehensive marketing databases. Euromonitor International's PASSPORT system analyses consumer markets in major countries, aggregating market size and presence across the constituent market sectors to identify the leading operators at national and global level.

The first part of the directory presents global market share data for all drinks products taken from the comprehensive PASSPORT database. This data, in turn, helps identify the multinationals selected for profiling in Section One. Local operators in Section Two are selected on the basis that their share of the market exceeds 2%.

For in-depth analysis on all consumer markets, contact Euromonitor International at [www.euromonitor.com](http://www.euromonitor.com).

## **Organisation and Scope of the Directory**

Information in the World Drinks Marketing Directory is presented in the following three sections, each of which includes a detailed index.

### ***Section One: Major Drinks Multinationals***

Companies listed in this section are arranged alphabetically by company name. Selection is based strictly on the company's national and global presence. Each profile provides the following company details:

- Company name
- Contact details
- Company activity
- Corporate summary
- Key events

- Number of employees
- Financial information (last five years)
- Annual growth (last five years)
- Company share of the drinks market at global level and market rank 2005 - 2009
- Major subsidiaries
- Leading brands and global share by drinks sector 2009
- Websites

### ***Section Two: Global Directory of National Drinks Operators***

Entries are arranged first by country and then alphabetically by company name, providing the following details:

- Company name
- Contact details
- Parent company (if applicable)
- Company activity
- Financial information and number of employees where available
- Company share and market rank of the market at national level 2005-2009
- Leading brands

### ***Section Three: Marketing Information Sources on the Drinks Industry***

The section describes sources of marketing information on the drinks sector, including government and international resources, information from trade bodies and private publishers, trade journals and key drinks industry websites. Due to the wide-ranging nature of these sources, coverage and information varies. Entries typically provide information relevant to that type of source (for example, frequency for trade journals and membership for trade associations) as well as the following details:

- Contact details
- Web site and notes on market information
- Activities
- Details of any publications, statistical or other, description of relevant content where possible
- Details of particular industry specialisation where possible
- Year established

**Western Europe** Top multinational Soft Drinks companies by % market share 2009

Table 3.16

% Retail Volume

Company	2005	2006	2007	2008	2005-2009	
					2009	change
1 <b>Coca-Cola Co, The (USA)</b>	14.56	14.94	15.25	15.40	<b>15.51</b>	+0.94
2 <b>Nestlé SA (Switzerland)</b>	7.66	7.82	7.86	7.82	<b>7.77</b>	+0.11
3 <b>Danone, Groupe (France)</b>	4.75	4.73	4.80	4.70	<b>4.63</b>	-0.12
4 <b>PepsiCo Inc (USA)</b>	3.97	3.90	4.03	4.04	<b>4.09</b>	+0.11
5 <b>Carlsberg A/S (Denmark)</b>	0.43	0.41	0.40	0.37	<b>0.36</b>	-0.07
6 <b>Heineken NV (Netherlands)</b>	0.10	0.10	0.10	0.17	<b>0.30</b>	+0.20
7 <b>Campari Milano SpA, Davide (Italy)</b>	0.11	0.11	0.11	0.11	<b>0.11</b>	0.00

Source: Euromonitor International from trade sources/national statistics

**World** Top multinational Spirits companies by % market share 2009

Table 3.17

% Total Volume

Company	2005	2006	2007	2008	2005-2009	
					2009	change
1 <b>Diageo Plc (United Kingdom)</b>	4.45	4.56	4.65	4.63	<b>4.54</b>	+0.09
2 <b>Pernod Ricard Groupe (France)</b>	3.70	3.71	3.79	4.57	<b>4.34</b>	+0.64
3 <b>Bacardi &amp; Co Ltd (Bermuda)</b>	1.65	1.71	1.73	1.71	<b>1.66</b>	+0.01
4 <b>Fortune Brands Inc (USA)</b>	1.46	1.44	1.41	1.40	<b>1.38</b>	-0.08
5 <b>Brown-Forman Corp (USA)</b>	0.80	0.84	0.92	0.92	<b>0.90</b>	+0.10
6 <b>Campari Milano SpA, Davide (Italy)</b>	0.59	0.67	0.68	0.66	<b>0.70</b>	+0.11
7 <b>Constellation Brands Inc (USA)</b>	0.67	0.66	0.73	0.75	<b>0.32</b>	-0.35
8 <b>Rémy Cointreau Group (France)</b>	0.39	0.24	0.25	0.24	<b>0.23</b>	-0.16
9 <b>LVMH Moët Hennessy Louis Vuitton (France)</b>	0.21	0.22	0.23	0.23	<b>0.21</b>	+0.00
10 <b>E &amp; J Gallo Winery (USA)</b>	0.16	0.16	0.16	0.18	<b>0.19</b>	+0.04

Source: Euromonitor International from trade sources/national statistics

**Asia Pacific** Top multinational Spirits companies by % market share 2009

Table 3.18

% Total Volume

Company	2005	2006	2007	2008	2005-2009	
					2009	change
1 <b>Pernod Ricard Groupe (France)</b>	1.41	1.53	1.63	1.80	<b>1.74</b>	+0.33
2 <b>Diageo Plc (United Kingdom)</b>	0.66	0.72	0.73	0.71	<b>0.70</b>	+0.04
3 <b>LVMH Moët Hennessy Louis Vuitton (France)</b>	0.09	0.10	0.11	0.12	<b>0.12</b>	+0.03
4 <b>Fortune Brands Inc (USA)</b>	0.10	0.09	0.10	0.10	<b>0.10</b>	+0.00

Source: Euromonitor International from trade sources/national statistics

**Australasia** Top multinational Spirits companies by % market share 2009

Table 3.19

% Total Volume

Company	2005	2006	2007	2008	2005-2009	
					2009	change
1 <b>Diageo Plc (United Kingdom)</b>	31.55	31.39	31.20	30.99	<b>30.86</b>	-0.70
2 <b>Fortune Brands Inc (USA)</b>	12.22	11.85	11.65	11.87	<b>12.59</b>	+0.37
3 <b>Pernod Ricard Groupe (France)</b>	9.75	9.68	9.50	11.45	<b>8.90</b>	-0.85
4 <b>Foster's Group Ltd (Australia)</b>	7.38	7.97	7.60	7.27	<b>7.11</b>	-0.27
5 <b>Brown-Forman Corp (USA)</b>	5.99	6.11	6.45	6.66	<b>6.71</b>	+0.71
6 <b>Campari Milano SpA, Davide (Italy)</b>	0.43	0.66	0.63	0.66	<b>2.40</b>	+1.98
7 <b>Bacardi &amp; Co Ltd (Bermuda)</b>	1.84	1.99	2.10	2.08	<b>2.06</b>	+0.22
8 <b>Rémy Cointreau Group (France)</b>	2.50	1.86	1.99	1.88	<b>1.79</b>	-0.71
9 <b>Constellation Brands Inc (USA)</b>	0.79	0.72	0.68	0.61	<b>0.54</b>	-0.25
10 <b>LVMH Moët Hennessy Louis Vuitton (France)</b>	0.22	0.23	0.23	0.22	<b>0.21</b>	-0.01

Source: Euromonitor International from trade sources/national statistics

# Molson Coors Brewing Co

<b>Address</b>	1225 17th Street, Suite 3200, Denver, CO, 80123, USA
<b>Telephone</b>	+1 303 927 2337
<b>Company website(s)</b>	<b>www.molsoncoors.com</b>
<b>Key personnel</b>	Peter H Coors (Chairman) Andrew T Molson (Vice Chairman) Stuart Glendinning (Chief Financial Officer, Global) Krishnan Anand (President, Molson Coors International) Mark Hunter (President and Chief Executive Officer, Molson Coors Brewing Co (UK) Ltd) David Perkins (President and Chief Executive Officer, Molson Coors Canada) Peter Swinburn (President and Chief Executive Officer, MillerCoors LLC)

**Company activity** Beer brewing company

**Corporate summary** Molson Coors is a large brewer with operations in the US, Canada and the UK, in 2009 it had a global beer market share of 2.8%. In the US Molson Coors operates in a joint venture with SABMiller called MillerCoors of which Molson Coors holds a 50% voting rights and a 42% equity stake. Molson Coors produces brands Coors Light, Carling, Keystone Light, Blue Moon and several other brands.

**Established** 2005

<b>Key events</b>	<p><b>2010 Product launches</b></p> <ul style="list-style-type: none"> <li>– (January 24) Launches in the UK Czech beer Zatec, Belgian brand Palm and Grolsch Weizen, a wheat beer extension of the Dutch brew.</li> <li>Zatec, which has an abv of 4.6%, and Palm, a 5.4% ale will be available on draught and in 330ml bottles.</li> <li>Grolsch Weizen, at 5.3% abv, will be available on draught and in the iconic Grolsch 450ml swingtop bottle.</li> <li>Coors brews Grolsch under licence for the Dutch brewer but the wheat beer will be imported into the UK from Holland.</li> </ul> <p><b>2009 Acquisitions</b></p> <ul style="list-style-type: none"> <li>– (October 20) Molson Coors subsidiary in Canada Creemore Springs acquires Granville Island Brewing Company and Mainland Beverage Distribution from Andrew Peller.</li> <li>– (June 1) Molson Coors acquires a 50.1% stake in the newly formed Cobra Beer Partnership Ltd. Molson Coors paid GB£14 million for the stake recusing the company from administrators in a pre-packed administration deal. It gains the rights to the Cobra brand outside the Indian sub-continent.</li> </ul> <p><b>Business agreements</b></p> <ul style="list-style-type: none"> <li>– (July 22) Molson Coors gains the license to Singha in the UK. Signs a five-year contract with brand owner Boon Rawd Trading International. The brand will be imported from Boon Rawd Bangkok brewery.</li> </ul> <p><b>Company established</b></p> <ul style="list-style-type: none"> <li>– (September 25) Expands distribution of Coors Light in Costa Rica with Agencias Feduro handling distribution. Plans to launch Coors Light in Trinidad &amp; Tobago and Curacao Bonaire soon.</li> </ul> <p><b>Executive news</b></p> <ul style="list-style-type: none"> <li>– (December 17) The company appoints Krishnan Anand to lead the company's international business and will assume the role of President, Molson Coors International</li> </ul> <p><b>Renaming</b></p> <ul style="list-style-type: none"> <li>– (March 31) Coors Brews the UK operation of Molson Coors changes name to Molson Coors Brewing Company (UK) Limited.</li> </ul> <p><b>2008 Acquisitions</b></p> <ul style="list-style-type: none"> <li>– (November 5) Molson Coors acquires 5% of Foster's the leading Australian brewer. Molson Coors accumulated an approximate 5% economic exposure to Foster's via a cash-settled total return swap, undertaken with Deutsche Bank as swap counterparty</li> </ul> <p><b>Business agreements</b></p> <ul style="list-style-type: none"> <li>– (December 4) Announces an agreement with Spendrups to introduce Coors Light into Sweden. Spendrup will handle sales and marketing of the brand which is to be imported from Molson Coors UK operations.</li> <li>– (July 1) MillerCoors begins trading in the US. This joint venture will handle the Molson Coors and SABMiller portfolios in the US and Puerto Rico.</li> <li>– (June 1) Forms Miller Coors a joint venture with SABMiller combining both companies operations in the US and Puerto Rico. Both partners will have equal voting rights. Molson Coors will hold a 42% equity stake in the new venture with SABMiller holding the remainder. Venture is due to start in mid 2008.</li> <li>– (January 1) Enters into joint venture with Modelo in Canada called Modelo Molson. This venture will import, distribute and market Modelo's portfolio of beers in Canada. Effective from 1st January 2008.</li> </ul> <p><b>2007 Business agreements</b></p> <ul style="list-style-type: none"> <li>– (June 26) Foster's drops Molson Coors for the Foster's brewing license in the US. Signs a 10 year agreement with SABMiller.</li> </ul> <p><b>Manufacturing changes</b></p> <ul style="list-style-type: none"> <li>– (August 31) Closes Edmonton, Alberta facility with the loss of 136 jobs.</li> </ul> <p><b>2006 Business agreements</b></p> <ul style="list-style-type: none"> <li>– (May 26) Asia Pacific Breweries has struck an agreement with Molson Coors to brew and distribute Coors Light in Vietnam.</li> <li>– (January 19) Withdraws from Russian market. Heineken cancels license agreement arranged by previous owners Ivan Taranov.</li> </ul> <p><b>Divestments and demergers</b></p> <ul style="list-style-type: none"> <li>– (January 17) Molson Coors has sold its majority stake in Brazilian brewing unit Kaiser to Mexican drinks group FEMSA for US\$68m. Under the deal with FEMSA, Molson Coors will retain a 15% stake in Kaiser and have one seat on its board. Heineken will still hold a 17% stake in the business.</li> </ul> <p><b>2005 Acquisitions</b></p> <ul style="list-style-type: none"> <li>– (April 25) Acquires Creemore Springs in Canada. Creemore employed 50 people and based in Creemore, Ontario and produces Creemore Springs Premium Lager</li> </ul> <p><b>Manufacturing changes</b></p> <ul style="list-style-type: none"> <li>– (August 17) Breaks ground in new brewery in Moncton, New Brunswick in Canada. Operations expected to commence in January 2007. Brewing capacity will be over 6m 12-packs annually, or 250,000 hectolitres. Once fully operational, the facility will brew several of Molson's core brands, such as Molson Canadian and Coors Light, for the regional market.</li> </ul> <p>Around 40 jobs will be created within three years of commencing operation.</p>
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## Trade and Business Associations

## Alcoholic drinks

## Alcohol Beverage Federation of Ireland (ABFI)

**Contact details:** ☒ Confederation House, 84-86 Lower Baggot Street, Dublin, 2, Ireland; ☎ +3531 605 1500; ✉ +3531 638 1500; @ info@abfi.ie  
**Web site:** www.abfi.ie

**Business information** — **Activities:** contributes to the general progress and economic welfare of the sector; provides its members with advice and information, encourages the moderate consumption of alcoholic drinks, working in partnership with Government; **Objectives:** acts as an umbrella representative organisation for alcoholic drinks manufacturers and suppliers in Ireland; **Membership:** alcoholic drinks manufacturers and suppliers in Ireland, including Irish brewers, spirits, cider and wine associations

**Chief officers:** Garth, Rosemary — Director

## Website(s) Information

**www.abfi.ie** **Web site name:** Alcohol Beverage Foundation of Ireland (ABFI) **Description:** provides an overview of the Irish Brewers Association, Irish Cider Association, Irish Spirits Association and the Irish Wine Association; access to members directory and newsletters **Statistical coverage:** industry profile and statistics on alcoholic market

## American Wine Society

**Contact details:** ☒ 113 South Perry Street, Lawrenceville, GA 30045, USA; ☎ +1678 377 7070; ✉ +1678 377 7005; @  
 coskery@americanwinesociety.org  
**Web site:** www.americanwinesociety.com

**Business information** — **Year established:** 1967; **Activities:** liaises with government on labelling issues and sponsors educational programmes including testing and field trips; **Objectives:** to further knowledge, appreciation and enjoyment of American wines; **Membership:** over 5,000 winegrowers, winemakers, merchants and wine enthusiasts

**Chief officers:** Coskery, Mary Ann — Executive Director

## Website(s) Information

**www.americanwinesociety.org** **Description:** provides information on the method of wine production and on the industry **Statistical coverage:** contains data on consumption per capita, production, export, import, prices, employment and wages

## Publication(s)

**American Wine Society Journal** — **Content:** contains information on the wine industry, including wine appreciation, book reviews, travel, enology, viticulture, wine judging, history, wine personalities and consumer issues **Frequency:** quarterly **Language:** English

**AWS Journal (American Wine Society Journal)** — **Content:** contains news on the wine industry and the American Wine Society **Frequency:** quarterly **Language:** English

## Asociación de Viñas de Chile

(Vineyards Association of Chile)

**Contact details:** ☒ Avenida Luis Pasteur 5280, Oficina 402, Santiago, Chile; ☎ +562 218 0600; ✉ +562 218 0040; @ asociacion@vinasdechile.com  
**Web site:** www.vinasdechile.cl

**Business information** — **Year established:** 1950; **Activities:** contributes to the general progress and economic welfare of the sector; promotes research and development; encourages the production and commercialisation, provides industry information and statistical data; **Objectives:** to represent and protect common interests and rights of its members; **Membership:** 90 member companies, included wine producers and related industries

**Chief officers:** Merino, René — President

## Website(s) Information

**www.vinasdechile.cl** **Description:** information on association and its activities; members directory; industry news; access to statistical data **Statistical coverage:** monthly and annual export figures

## Asociación Española de Técnicos de Cerveza y Malta

(Spanish Association of Beer and Malt Technicians)

**Contact details:** ☒ Apartado 1245, Parque Científico - Tecnológico de la Universidad de Alcalá, Alcalá de Henares, 28045, Madrid, Spain; ☎ +3491 527 7255; ✉ +3491 830 5941; @ secretaria@aetcm.es  
**Web site:** www.aetcm.es

**Business information** — **Year established:** 1964; **Activities:** organises conferences and social events and provides education and training; **Objectives:** to safeguard the interests of its members; **Membership:** 800 beer manufacturers and technicians and 120 suppliers

**Chief officers:** García, Carlos Rouco — President

## Website(s) Information

**www.aetcm.es** **Web site name:** Asociación Española de Técnicos de Cerveza y Malta — *Spanish Association of Beer and Malt Technicians* **Description:** information on association and its activities, access to suppliers guide and publications

## Publication(s)

**Cerveza y Malta (Beer and Malt)** — **Content:** technical, scientific and professional articles and information on beer and malt industry; suppliers guide; market information; book reviews; events calendar **Frequency:** quarterly **Language:** Spanish

## Asociación Nacional de Vitivinicultores, A.C. (ANV)

(National Association of Wine Producers)

**Contact details:** ☒ Montecito 38, Piso 15, Despacho 22, Delegación Benito Juárez, México D.F., 03810, Mexico; ☎ +5255 9000 0197/98/99; ✉ +5255 9000 0196; @ uvayvino@uvayvino.org  
**Web site:** www.uvayvino.org

**Business information** — **Year established:** 1948; **Objectives:** to represent the interests of the associates and to develop the commercialisation and marketing of the grape and its products; **Membership:** 15 wine producers

**Chief officers:** Armada Navarro, Rafael — Director General

## Website(s) Information

**www.uvayvino.org** **Web site name:** Vino Mexicano — *Mexican Wine* **Description:** events calendar **Statistical coverage:** information and news on wine sector; statistics and figures on production; sales; employment; sales forecast and trends

## Publication(s)

**Datos del Sector (Sector Information)** — **Content:** statistics and figures on production; sales; employment; sales forecast and trends **Frequency:** irregular **Language:** Spanish

## Asociación Nacional Empresarial de la Industria Cervecerera en España - Cerveceros de España

(National Business Association of the Spanish Beer Industry)

**Contact details:** ☒ Almagro 24, 2do Izquierda, Madrid, 28010, Spain; ☎ +3491 308 6770; ✉ +3491 308 6661; @ info@cervceros.org  
**Web site:** www.cervceros.org

**Business information** — **Year established:** 1922; **Activities:** provides its members with advice and information services and statistical data; **Objectives:** to represent and protect common interests and rights of its members; **Membership:** 6 business groups, representing almost 100% of the beer production in Spain

**Chief officers:** Rivera Trallero, Jose Maria — President

## Website(s) Information

**www.cervceros.org** **Web site name:** Cerveceros de España — *National Business Association of the Spanish Beer Industry* **Description:** overview of the Spanish beer industry with information on production and consumption trends; details of major beer producers; online access to economic reports **Statistical coverage:** data on production, sales, imports/exports, annual per capita consumption, production and sales by type of beer and packaging

## Publication(s)

**Informe Económico - Datos del Sector (Economic Report - Sector Data)** — **Content:** data on sales, consumption, production, investment and employment in Spain and Europe **Frequency:** annual **Language:** Spanish

## Asotiatia Producatorilor de Bere din Romania (APBR)

(Romanian Beer Producers Association)

**Contact details:** ☒ 10 Poterasi Street, Bucharest 4, Romania; ☎ +4021 317 2977; ✉ +4021 317 2985; @ info@berariromaniei.ro  
**Web site:** www.berariromaniei.ro

**Business information** — **Year established:** 1992; **Activities:** to represent the professional interests of the beer industry in Romania to the benefit of its member companies, to respect the interests of consumers; to represent its members before legislative authorities in areas of common interest, like taxation, employment, competition, environment; **Objectives:** to promote and develop a responsible and sustainable beer industry in Romania

**Chief officers:** Weber, Stephan Maria — President

## Website(s) Information

**www.berariromaniei.ro** **Web site name:** Asotiatia Producatorilor de Bere din Romania (APBR) — *Romanian Beer Producers Association* **Description:** provides with industry news, members' directory **Statistical coverage:** data on beer consumption

## Associação Brasileira de Bebidas (ABRABE)

(Brazilian Association of Beverage Industry (ABRABE))

**Contact details:** ☒ Avenida Nove de Julho 5017, 1º andar, São Paulo, 01407-903, Brazil; ☎ +5511 3079 6144; ✉ +5511 3167 6381; @ abrabe@abrabe.org.br  
**Web site:** www.abrabe.org.br

**Business information** — **Year established:** 1974; **Activities:** contributes to the general progress and economic welfare of the sector; provides its members with consultancy and information, liaises with governmental organisations and foreign markets; **Objectives:** to represent and safeguard the interests of its associates; to promote moderate consumption of alcoholic drinks; **Membership:** over 60 drinks producers; importers and distributors representing 70% of the Brazilian drinks market

## Website(s) Information

**www.abrabe.org.br** **Web site name:** ABRABE - Associação Brasileira de Bebidas — *ABRABE - Brazilian Association of Beverage Industry* **Description:** information on association and its activities, industry news, access to members directory, statistical data and market overview **Statistical coverage:** analysis and figures on Brazilian drinks market; imports and exports

## Publication(s)

**Lista de Associados (Directory of Associates)** — **Content:** contact details and historical data on alcoholic beverage companies in Brazil **Language:** Portuguese

**Mercado (Market)** — **Content:** overview of the Brazilian alcoholic beverage market **Frequency:** irregular **Language:** Portuguese

## Associação das Empresas de Vinho do Porto (AEPV)

(Port Wine Traders' Association (AEPV))

**Contact details:** ☒ Rua Dr Antonio Granjo 207, Vila Nova de Gaia, 4400-124, Portugal; ☎ +35122 374 5520; ✉ +35122 370 5400; @ aevpgeral@aevp.pt  
**Web site:** www.aevp.pt

**Business information** — **Year established:** 1975; **Activities:** provides consultancy and information services, promotes and develops port wine market with trade agreements and fairs; **Objectives:** to represent and protect common interests and rights of its members; **Membership:** port wine producers

## Website(s) Information

**www.aevp.pt** **Web site name:** Associação das Empresas de Vinho do Porto (AEPV) — *Port Wine Traders' Association (AEPV)* **Statistical coverage:** analysis on the Port wine industry; socio-demographic indicators

## Associação Portuguesa dos Produtores de Cerveja (APCV)

(Portuguese Brewing Industry Association (APCV))

**Contact details:** ☒ Edifício Empresarial 3, Polo Tecnológico de Lisboa, Estrada do Paço Lumiar, Lisbon, 1600-546, Portugal; ☎ +35121 710 1777; ✉ +35121 710 1795; @ info@apcv.pt  
**Web site:** www.apcv.pt

**Business information** — **Year established:** 1986; **Activities:** provides solutions and alternatives to improve the perspective of the beer industry in Portugal; coordinates the efforts of the members in different areas; maintain a dynamic exchange of information, support all initiatives to the benefit of the industry; **Objectives:** to represent and protect common interests and rights of its members; **Membership:** major portuguese breweries

**Chief officers:** Júdice Gamito Pires, José Tomás — President

## Website(s) Information

**www.apcv.pt** **Description:** information on association and its activities; industry news, access to members directory and statistical data **Statistical coverage:** data on production, consumption, imports and exports of beers

## Publication(s)

**Contribuição da Indústria Cervejeira para a Economia Europeia (Contribution Made by Beer to the European Economy)** — **Content:** provides a general overlook of the European beer market; purchases made by breweries, high employment effect and government revenues due to beer **Frequency:** irregular **Language:** Portuguese

## Association des Brasseurs de France (ABF)

(French Brewers' Association)

**Contact details:** ☒ 25 boulevard Malesherbes, Paris, F-75008, France; ☎ +331 4266 2927; ✉ +331 4266 5279; @ contact@brasseurs-de-france.com  
**Web site:** www.brasseurs-de-france.com

**Business information** — Year established: 1880; **Activities:** provides statistics on beer production in both France and Europe as well as data on consumption and retail sales in France; **Objectives:** promotes and defends brewers; **Membership:** 16 brewers

#### Website(s) Information

[www.brasserie-de-france.com](http://www.brasserie-de-france.com) **Statistical coverage:** production and consumption of beer in France

#### Publication(s)

**Les Chiffres de la Bière (Beer Statistics)** — **Content:** production and consumption of beer in France based on data collected from member organisations **Frequency:** annual **Language:** French

### Association des Industries des Cidres et Vins de Fruits de l'UE (AICV)

(Association of the Cider and Fruit Wine Industry of the EU)

**Contact details:** ☐ Box 5, 221 Rue de La Loi, Brussels, 1040, Belgium; ☎ +322235 0620; 📠 +322282 9420; @ aicv@aicv.org  
**Web site:** [www.aicv.org](http://www.aicv.org)

**Business information** — Year established: 1961; **Activities:** excise duties, taxation; social aspects; technical cooperation; **Objectives:** to represent the interests of its members among the EU authorities and institutions; to develop any initiative with a view to promoting its industries; to constitute a forum for the development of greater cooperation and solidarity among its members; **Membership:** about 10 national EU associations  
**Chief officers:** Hermans, Jan — Secretary General

### Association des Viticulteurs d'Alsace

(Association of Alsatian Wine Producers)

**Contact details:** ☐ BP 1225, 12 avenue de la Foire aux Vins, Colmar Cédex, F-68012, France; ☎ +333 8920 1650; 📠 +333 8920 1660; @ civa@civa.fr  
**Web site:** [www.vinsalsace.com](http://www.vinsalsace.com)

**Business information** — **Activities:** lobbies on behalf of members' interests; economic cooperation, information and training; organises wine tasting for an annual agricultural conference in Paris; **Objectives:** to manage different varieties of Alsatian wines and to ensure quality control; **Membership:** over 6,000 members from about 100 local associations

#### Publication(s)

**Vins d'Alsace** — **Content:** information and latest news on wine production in the Alsace region **Frequency:** monthly **Language:** French

### Association of Canadian Distillers

**Contact details:** ☐ Suite 1203, 275 Slater Street, Ottawa, ON K1P 5H9, Canada; ☎ +1613 238 8444; 📠 +1613 238 3411; @ info@acd.ca  
**Web site:** [www.canadiandistillers.com](http://www.canadiandistillers.com)

**Business information** — Year established: 1947; **Activities:** supports and develops educational projects which focus on responsible consumption and helps consumers make informed decisions about alcohol in their lives, publishes reports and statistics; **Objectives:** to protect, represent and advance the interests of members; **Membership:** major canadian distillers

**Chief officers:** Westcott, Jan — President

#### Website(s) Information

<http://www.canadiandistillers.com/> **Web site name:** Association of Canadian Distillers (ACD) **Description:** offers information on the Canadian spirits sector; information on producing and trading companies; latest industry news and industry statistics **Statistical coverage:** online data is provided on: national sales figures by product category; domestic and imported spirits sales for the latest year; and percentage of total spirits sales by category

#### Publication(s)

**ACD Annual Statistical Report** — **Content:** provides the most recent information available on sales of spirits in Canada for all calendar years dating back to 1985; annual data on national spirits sales; figures collected from monthly reports produced by ACD provincial liquor authorities **Frequency:** annual **Language:** English

### Associazione degli Industriali della Birra e del Malto (ASSOBIRRA)

(Association of Beer and Malt Manufacturers)

**Contact details:** ☐ Viale di Valforita 90, Rome, I-00144, Italy; ☎ +3906 543 932; 📠 +3906 591 2910; @ info@assobirra.it  
**Web site:** [www.assobirra.it](http://www.assobirra.it)

**Business information** — Year established: 1947; **Activities:** provides statistics on trade, production and price trends; publishes an annual report; cooperates in the drafting of national and international legislation; **Objectives:** to provide commercial and technical information on the Italian beer industry; **Membership:** brewing and malt-producing firms, accounting for 80% of the total national market

**Chief officers:** Perron, Piero — President

#### Website(s) Information

<http://www.assobirra.it/> **Description:** provides overview of the Italian beer industry; contact details of member companies and main brands; latest press releases; statistics and general market analysis **Statistical coverage:** statistics on consumption and turnover of the Italian beer industry, breweries etc

#### Publication(s)

**Rapporto Annuale (Annual Report)** — **Content:** report on the Italian beer industry; includes annual production in litres, consumption per capita, turnover, and imports **Frequency:** annual **Language:** Italian

### Australian Wine and Brandy Corporation

**Contact details:** ☐ Industry House, National Wine Centre, Cnr Hackney & Botanic Roads, Adelaide, 5000, SA, Australia; ☎ +618 8228 2000; 📠 +618 8228 2022

**Web site:** [www.wineaustralia.com/australia/](http://www.wineaustralia.com/australia/)

**Business information** — Year established: 1929; **Activities:** analysis supporting industry planning; publishing of global wine statistics and export intelligence; coordination and delivery of data sources relating to wine production, domestic sales, imports and consumption; **Objectives:** to enhance the operating environment for the benefit of the Australian wine industry by providing the leading role in: market and knowledge development, compliance and trade; **Membership:** serves all Australian wine producers

**Chief officers:** Cheesman, Andrew — Chief Executive

#### Website(s) Information

[www.awbc.com.au](http://www.awbc.com.au) **Description:** general profile of the Australian wine industry; contact details of wine related national and regional associations; detailed information on the Australian Wine Export Council activities; wine law and export guidance; and a wide range of market statistics **Statistical coverage:** statistics on the national wine industry are found under the "Information" section. Data provided (annual, for the past 6 years) includes: number of wineries; area under vine; total wine production, imports and exports (volume terms); domestic sales; top five export markets; top six wine grape production zones; and top six varieties of wine (volume terms)

#### Publication(s)

**Annual Report** — **Content:** annual report on the wine industry in Australia **Frequency:** annual **Language:** English

**Global Wine Statistical Compendium 1961 to 2005** — **Content:** reference for observers of world wine, including investors, analysts, academics and students. Information from vine areas, wine consumption and production, and wine stocks - with breakdowns available by individual countries, to bilateral trade data **Frequency:** irregular **Language:** English

**Marketing Decade** — **Content:** the Marketing Decade, a pro-market strategy wholly funded from industry resources, is a complementary document to Strategy 2025. It seeks to communicate to all wine industry participants and stakeholders the likely challenges and opportunities for the next 10 years **Language:** English

**National Winegrape Crush & Price Report** — **Content:** provides an insight into the wine industry's supply and demand outlook; detailing state and regional information relating to annual and projected winegrape crush and prices **Frequency:** annual **Language:** English

**Wine Australia Magazine** — **Content:** regular updates on compliance matters, wine sector trends, industry events, marketing advice as well as reports from the Corporation's overseas managers on key issues affecting our major export markets **Frequency:** Quarterly **Language:** English

**Wine Export Approval Reports** — **Content:** contains statistics of summary of wine exports; with tables of monthly export performance **Frequency:** monthly **Language:** English

### Beer Institute

**Contact details:** ☐ Suite 350, 122 C Street NW, Washington, DC 20001, USA; ☎ +1202 737 2337; 📠 +1202 737 7004/6; @ info@beerinstitute.org

**Web site:** [www.beerinstitute.org](http://www.beerinstitute.org)

**Business information** — Year established: 1986; **Activities:** lobbies the government on legislation issues, organises events and publishes books and articles; **Objectives:** to represent the industry in relation to government and the public and reinforce the industry's community involvement and personal responsibility; **Membership:** over 100 member companies

**Chief officers:** Adami, Norman — Chairman

#### Website(s) Information

[www.beerinstitute.org](http://www.beerinstitute.org) **Description:** provides information, updates and analysis of the beer industry **Statistical coverage:** contains data on the national brewing industry, including volume sales of beer, monthly imports and exports of malt beverages, volume terms, shipments by state and state excise tax rates

#### Publication(s)

**Brewers Almanac** — **Content:** contains statistics on production, draught and package trends, tax collections, tax paid withdrawals, consumption by state and capita,

agriculture, imports, exports, finances and employment **Frequency:** annual **Language:** English

**Monthly Statistical Updates** — **Content:** contains data on imports and commercial exports of malt beverages, national sales in taxable removals and consumption **Frequency:** monthly **Language:** English

**Statistical Update** — **Content:** contains analysis of trends affecting the national beer industry, including production, general sales performance by region and state and consumption patterns **Frequency:** annual **Language:** English

### Beer Shuzo Kumiai

(Brewers Association of Japan)

**Contact details:** ☐ Showa Building 4F, 8-18 Kyobashi, Chuo-ku, Tokyo, 104-0031, Japan; ☎ +813 3561 8386; 📠 +813 3561 8380; @ info@brewers.or.jp  
**Web site:** [www.brewers.or.jp](http://www.brewers.or.jp)

**Business information** — Year established: 1953; **Activities:** to standardize analytical methods for the evaluation of materials and products adopted in beer brewing and other related industries; to facilitate scientific and technological research through mutual communication among beer brewing industry specialists; to work in collaboration with other foreign and domestic organizations with the same objectives; **Objectives:** to encourage cooperation among members; **Membership:** five large Japanese brewers

#### Website(s) Information

[www.brewers.or.jp](http://www.brewers.or.jp) **Description:** Japanese only **Statistical coverage:** reports of industry trends, statistics related to beer such as sales, import and export, etc

### Brewers Association

**Contact details:** ☐ PO Box 1679, 736 Pearl Street, Boulder, CO 80302, USA; ☎ +1303 447 0816; 📠 +1303 447 2825; @ info@brewersassociation.org  
**Web site:** [www.beertown.org](http://www.beertown.org)

**Business information** — Year established: 2005; **Activities:** collects and disseminates information on the beer and brewing industry; **Objectives:** to promote and protect the interests of the U.S. craft brewing community; **Membership:** over 850 member breweries in US and over 30 member breweries in the UK, Singapore, New Zealand, Italy, Germany, Denmark, Czech Republic, Canada and Australia, with a list of names and locations available on their website

**Chief officers:** Hindy, Stephen — Chairman

#### Website(s) Information

[www.beertown.org](http://www.beertown.org) **Web site name:** Association of Brewers **Description:** provides information on the industry and a list of member breweries **Statistical coverage:** contains data on beer and brewery, including beer sales and market shares

#### Publication(s)

**New Brewer** — **Content:** contains articles on brewery marketing **Language:** English

### Brewers Association of Canada (BAC)

**Contact details:** ☐ Suite 1200, 650 - 100 Queen Street, Ottawa, ON K1P 1J9, Canada; ☎ +1613 232 9601; 📠 +1613 232 2283; @ info@brewers.ca  
**Web site:** [www.brewers.ca](http://www.brewers.ca)

**Business information** — Year established: 1943; **Activities:** lobbying at federal level; information; programmes on responsible drinking; **Objectives:** intended to show the breadth of the industry - from the contribution it makes to the economy, to the impact it makes on small communities; **Membership:** about 20 Canadian beer and malt producers accounting for over 98% of domestic beer sales

#### Website(s) Information

<http://www.brewers.ca> **Web site name:** Brewers' Association of Canada **Description:** offers in-depth information on the Canadian beer industry and comments on latest trends affecting the market; includes general information on beer; directory of member companies; and access to different online publications, including the Association's newsletter and the Annual Statistical Bulletin **Statistical coverage:** data provided online includes figures from the association's main statistical publications; it covers regional distribution of breweries in Canada; domestic and imported beer sales, last ten years; domestic and exported beer sales; annual consumption and exports of Canadian beer; beer prices by province, latest year; etc

#### Publication(s)

**Annual Statistical Bulletin** — **Content:** statistical analysis of the Canadian beer industry: regional distribution of breweries; domestic and imported beer sales; consumption per capita; taxes and retail prices **Frequency:** annual **Language:** English

**Economic Facts** — **Content:** general facts on the Canadian beer market including consumption, production and distribution **Language:** English

**International Survey on Alcoholic Beverage Taxation and Control Policies** — **Content:** includes in-depth coverage of trends and developments with respect to drinking patterns, government control and taxation systems and levels in the