

REDBriefs

Beer Brands



REDBOOKS

//CODiE// 2015 SIA CODiE WINNER

BEST LEAD GENERATION SOLUTION

FORWARD

The story told here is one of beer.

There are a lot of stories that beer can tell, the most interesting of which are our own. If you are like me, as soon as your feet touch ground in a new bar or another country, the first order is for their specialty or their local brew. It helps to shape our moments and share our identity, with something we all love: beer. People grow up with some of these brands, with their distinctive* tastes and flavors (and alcohol content), they become the background notes of good times, of celebrations, of heart-to-hearts, of* fights. I distinctly remember when I purchased my first 6-pack at 17 (Sorry, Mom) from the local 7-11, and it was Miller Lite.

Just as beer becomes a part of our story, so too do we become a part of the grand story of beer. The companies here are kingpins, thrones gaming for dominance. The decisions they make affect us in such personal ways, like when ABInBev started buying and closing local breweries in China, and a lot of people lost a piece of their stories and their history. Beer brands are iconic, so much so that when Burt Reynolds rode around in a Trans-Am drinking Coors, and only Coors Banquet Beer to a nation where you couldn't buy it East of Oklahoma, it caused an American love affair that led to Miller merging with Coors, and later MillerCoors being acquired by SAB.

Here, you can see the map of beers, who owns what, and which is the most famous (not that most of them need that introduction). Maybe, this may begin to tell the twisted tale of capitalism and cocktails and explain how consolidation is constantly changing the identity of our beer.

You can also see how many you've tried.

Note: In this document, you will find the number of brands owned by the top 5 (by market share) beer companies, their main brands, and the agencies that are working with these brands to bring them to life and into yours. Many of them are also broken down by type of beer (e.g. lager, pilsner, dark, light, etc.) and are not including on the list. For more information, log onto REDBOOKS.com to see the full breakdown.

Breakdown



The Stats:
ABI:BB: 115.25 USD
Annual Revenue 2014: 47.1 billion USD
Employees: 155,000 worldwide
Annual Media Spend 2014: 539 million USD
Twitter Followers: 71
Facebook Likes: 127,603



The Stats:
AMS:HEIO: 68.23 USD
Annual Revenue 2014: 22.8 billion USD
Employees: 76,000 worldwide
Annual Media Spend 2014: 147 million USD
Twitter Followers: 129,880
Facebook Likes: 19,739,038



The Stats:
LON:SAB : 3994 USD
Annual Revenue 2014: 19 billion USD
Employees: 69,212 worldwide
Annual Media Spend 2014: 417 million USD
Twitter Followers: 12,234
Facebook Likes: 16,396



The Stats:
CARLB:DC: 525.00 USD
Annual Revenue 2014: 15.3 billion USD
Employees: 43,000 worldwide
Annual Media Spend 2014: 496 USD
Twitter Followers: 22,216
Facebook Likes: 2,215,756



The Stats:
HKG: 0291: 15.26 USD
Annual Revenue 2014: N/A
Employees: 257,000
Annual Media Spend 2014: N/A
Twitter Followers: N/A
Facebook Likes: N/A

Anheuser-Busch InBev S.A./NV

The God Father of Beer, garnering 28.4% of the beer market share in the US and across the Globe, ABInBev is a force to be reckoned with. The company owns 6 of the 10 most valuable beer brands and 120 in total.



AGENCY RELATIONSHIPS [27]

AGENCY	ACCT CONTACTS	LOCATION	PHONE	EMPLOYEES
Momentum Worldwide Creative (Budweiser, Campaign: "Drink Responsibly", Campaign: "Friends Are Waiting")		New York, NY	(646) 638-5400	2,000
360i Digital, Strategy		New York, NY	(212) 703-7201	500
AKQA, Inc. Creative, Digital Innovation Agency Of Record, Digital Marketing (Bud Light, Bud Light Birthday, Bud Light Button, Buds For Buds Today, Budweiser, Digital Innovation Agency Of Record, Stella Artois)		San Francisco, CA	(415) 645-9400	440
Anomaly Lead Creative (Black Crown, Campaign: "Brotherhood", Campaign: "Eternal Optimism")		New York, NY	(917) 595-2200	55
McCann Erickson/New York (Labatt Blue, Labatt Blue Light)		New York, NY	(646) 865-2000	850
J. Walter Thompson (Double Deer, Red Rock, Sedrin)		New York, NY	(212) 210-7000	650

SABMiller

Potentially godchild of beer, is the second largest brewing company in the world. It has a presence in over 80 countries and own 195 brands, some of the most recognizable pictured below.



AGENCY RELATIONSHIPS [13]

AGENCY	ACCT CONTACTS	LOCATION	PHONE	EMPLOYEES
Commonground/MGS	John Casmon Senior Account Director john@discovercg.com Andrea Ropp Account Executive Michael Royston Account Supervisor	Chicago, IL	(312) 384-1906	42
Clemenger BBDO Melbourne (Campaign: "Snorkel")	Nick Darrigan Account Director	Australia	(61) 3 9869 4444	270
Woonky (Imperial)	Juan Manuel Gentile Specialist, Social Media	Argentina	(54) 114775 6083	
PHD Canada Media Buying, Media Planning (Miller Lite)		Canada	(416) 922-0217	125
APEX Public Relations Communications, Public Relations (Miller Lite)		Canada	(416) 924-4442	30
The Bank London Digital, Global Advertising, Ooh, Press (Campaign: "Vita Al Mare", Ooh, Peroni Nastro Azzurro)		United Kingdom	(44) 207 612 8000	

Heineken

The third highest grossing with Dutch origins, was one of the first breweries to expand globally with Tiger beer in Malaysia and the general Lagerbier in Central Africa. Expanding over the years, Heineken owns over 130 brands worldwide.



AGENCY RELATIONSHIPS [20]

AGENCY	LOCATION	PHONE	EMPLOYEES
Y&R Puerto Rico, Inc. (Jam)	San Juan, PR	(787) 622-6500	48
Publicis Groupe S.A. Lead Global Agency	France	(33) 1 44 43 70 00	45,001
Starcom MediaVest Media Planning	United Kingdom	(44) 20 7190 8000	350
Wieden + Kennedy - Amsterdam Broadcast, Digital, Print (Campaign: "Crack The Case", Campaign: "Dropped: Cambodia", Campaign: "Legendary Making Of The Date", Campaign: "Legends", Campaign: "Mysunrise", Campaign: "Open Your World", Campaign: "Ride The Wind", Campaign: "The Chase", Campaign: "The Insider", Campaign: "The Odyssey", Campaign: "Turn Down The Silence", Campaign: "Way Of The Desperados", Desperados, Pantheon, The Entrance)	Netherlands	(31) 20 712 6500	150
Ogilvy & Mather Advertising (Campaign: "The Opener")	Malaysia	(60) 3 2718 8888	270
DDB Amsterdam (Campaign: "Meet The World In One City", Campaign: "Share The Sofa")	Netherlands	(31) 20 406 5406	160

Annex - ABInBev



Acqua Fratelli Vita	Bozicno	Haake-Beck	La Becasse	Oranjeboom	Skol	Yantar
Alexander Keith'S	Brahma	Harbin	Labatt	Ozujsko Pivo	Spaten	Zhujiang
Antarctica	Bud-Light	Hasseroder	Lakeport	Pacena	Staropramen	Zizhulin
Aqua Fratelli Vita	Budweiser	Hertog_Jan	Leffe	Permskoye Gubernskoye	Stella Artois	
Astika	Cafri	Hoegaarden	Leffe Triple	Piedboeuf	Sukita	
Bagbier	Caracu	Hopfen Konig	Liber	Quilmes	Taller	
Baisha	Cass	Hougaerdse Das	Lowenbrau	Red Rock	Tecate	
Bass	Chernigivske	Icool	Marathon	Rifey	Tennent'S	
Beck'S	Diebels	Jelen Pivo	Michelob Lager	Rock Green Light	The World'S Local Brewer	
Belle Vue	Diekirch	Jingling	Mousel	Rogan	Tolstiak	
Bergensbier	Dimix	Julius	Murphy'S	Safir	Tomislav	
Boddingtons	Dommelsch	Jupiler	Nik Cool	Saint Pauli Girl	Vieille Cuvee	
Bohemia	Double Deer	Kamenitza	Niksicko Pivo	Santai	Vieux Temps	
Boomerang	Franziskaner Weissbier	Klinskoye	Noroc	Sedrin	Wolters	
Borostyan	Gilde Ratskeller	Kokanee	Ob	Sibirskaya Korona	Yali	

Annex - SABMiller



2m	Chairman'S Extra Strong Beer	Foster'S	Indus Pride	Milwaukee'S Best	Radegast	Siroco By Tropical	White Bull
Aguila	Chibuku Shake-Shake	Frisco	Kilimanjaro	Mosi	Raffo	Skelter'S Straight	Wojak
Arany Aszok	Ciucas	Fusion	Knock Out	Moya Kaluga	Raiz	Smadny Mnich	Wuhrer
Arequipena	Club	Gambrinus	Kobanyai Sor	Ndovu Special Malt	Redds	Snow	Zambezi Lager
Atlas	Conquer	Gingers	Ksiazecze Tyskie	New Three Star	Regia Extra	St Louis	Zero
Balboa	Coors Light	Golden	Laurentina Clara	N'Gola	Rhino Lager	Stejar	Zolotaya Bochka
Balimi Extra Lager	Costena	Gran Riser	Lech	Nile Special	Royal Challenge	Stone Strong	Zorok
Barena	Cristal	Grolsch	Leinenkugels	Olde English 800 Malt Liquor	Safari	Suprema	Zubr
Barons	Cusquena	Hamm'S	Lion Lager	Peroni	Salva Vida	Timisoreana	
Blue Moon	Debowe Mocne	Hansa	Lowen	Pilsen	Salvavida	Topvar	
Bluetongue	Del Altiplano	Haywards	Maluti	Pilsener Ecuador	San Juan	Tri Bogatyrya	
Bohlinger'S Lager	Dog In The Fog	Henry Wei	Manica	Pilsener El Salvador	Saris	Tropical	
Bondi Blonde	Dorada	Huadan Dr	Mgd 64	Pilsner Urquell	Sarita	Tyskie Gronie	
Brutal Fruit	Dreher Classic	Icehouse	Mickey'S Malt Liquor	Poker	Shengquan	Ursus Premium	
Castle Lager	Eagle Lager	Imperial	Miller	Port Royal	Singo	Velkopopovicky Kozel	

Annex - Heineken



33 Export	Bucegi	Gulder	Lingen'S Blond	Number One	Sobol	Wieselburger
Abc Stout	Buckler	Haldengut	Lorraine	Ochota	Soproni Aszok	Windhoek
Adelscott	Ciuc	Havannah	Maccabee	Okskoye	South Pacific Export Lager	Zagorka
Affligem	Classica Von Wunster	Heineken	Maibock	Parbo	Sp Lager	Zhigulevskoye
Alfa	Cristal	Hi-Malt	Malt Star	Pelforth	Specjal	Zipfer
Almaza	Db Draft	Hostan	Maltina	Primus	St. Omer	Zlaty Bazant
Amstel	Desperados	Ichnusa	Martiner	Prinz	Star	Zorbas
Anchor	Dorelei	Jillz	Mcfarland	Puntigamer	Starobrnno	Zywiec
Aoke	Dos Equis	John Smith'S	Meister	Qowaz	Stella	
Ariana	Dreher	Judelbier	Messina	Reeb	Stolichno	
Arnegger	Dynamalt	Kaiser	Monchshof	Rusich	Talleros	
Baren Pilsner	Edelweiss	Karlovacko	Monteith'S	Sagres	Tatra	
Baron'S	Fayrouz	Killkenny	Moretti	Sakara	Tian Shan	
Beamish	Fischer	Kingway	Murphy'S Irish Stout	Sans Souci	Tiger	
Bintang	Gold Crown	Kriska	Mutzig	Schlossgold	Tui	
Birell	Gold Star	Kujawiak	Nesher	Schwechater	Turboking	
Birra Messina	Golden Brau	Laziza	Newcastle	Sedoy Ural	Volga	
Birra Moretti	Gorsko	Legend	Newcastle Brown Ale	Shikan	Vos	
Bivina	Gosser	Leicht	Ngok	Silva	Warka Jasne Pelne	
Botchkarev	Green Sands	Lezajsk	Niugini Ice	Skopsko	Wieckse Witte	

Annex - Carlsberg



5.0 Original	Bosman Full	Falcon	Julmumma	Malt D'Exception 1664	Ringnes	Tou Pilsener
Aldaris	Cardinal	Feldschlosschen	Kaiser Pilsner	Medovoye	Rock	Tuborg
Alivaria	Carls	Force 4	Kaj	Millenium Starkol	Royal Stout	Uguns
Apinitis	Carlsberg	Gold1664	Kanterbrau	Mythos	Saku	Uralsky Master Classic
Arendals Pilsener	Carnegie Porter	Gorkha	Karhu A	Nevskoe	Sarbast	Utenos
Arsenalnoe	Cheers	Gurten Bare Gold	Karmi	Nikolai	Sarek	Volga
Astra	Dahls Pilsner	Halida	Kasztelan Niepasteryzowany	Nordlands Pilsener	Semper Ardens	Wiibroe Argangsol
Baltika	Dali	Hard Rock	Koff	Nutrimalt	Shumensko	Wind Flower Snow & Moon
Beer Lao	Danish Royal Stout Ginseng	Holsten	Kronenbourg	Okocim	Sinebrychoff Light Beer	
Beerlao Lager	Data 1864	Hurlimann	Latvijas Seviskais	Pan Lager	Slavutich Svitle	
Birra Poretti	Dragon 8 Beer Green	Ice Beer	Lav Pivo	Piast Mocne	Super Bock	
Bla	Duckstein	Instant Pression 1664	Legenda	Pirinsko Pivo	Svyturys	
Black Panther Stout	Eriksberg	Irbis	Lubzer	Porteris	Taurus	
Blanc 1664	Euro Beer	Jacobsen	Lvivske	Presidendi 10	T-Beer	
Bock Chiar	Eve	Jolly Shandy	Lysholmer Pure	Pripps	Tetley'S Original	