

fresh fact.

The Anheuser-Busch Packaging
Group **produced** more than
25 billion cans
in 2004.





fresh packaging

Anheuser-Busch thinks fresh about every facet of its business.

30 Years of Innovation and Fresh Ideas

The Anheuser-Busch Packaging Group (ABPG) celebrated its 30th anniversary in 2004. Back in 1974, Anheuser-Busch began to look at packaging in a fresh new way. For three decades, ABPG has supplied packaging innovation while maintaining focus on its mission: to provide a secure and dependable source of high-quality, low-cost packaging materials to Anheuser-Busch and other customers.

Metal Container Corporation (MCC)

Since 1974, MCC has sold more than 370 billion cans and 385 billion lids. In 2004, more than 25 billion cans and 28 billion lids were produced for both Anheuser-Busch and the soft drink industry. MCC supplies more than 60 percent of Anheuser-Busch's cans and 75 percent of its lids.

Precision Printing and Packaging (PPPI)

More than 25 billion labels were produced by PPPI for Anheuser-Busch and other customers in 2004. Beginning in 2005, PPPI will also produce the new applied plastic label (APL) for Bud Light bottles. This innovative label is the result of collaboration between the marketing team at Anheuser-Busch and the Packaging Group.

Glass bottles are manufactured at Longhorn Glass in Houston.

Longhorn Glass Corporation (LGC)

Back in 2001, Anheuser-Busch launched a glass bottle manufacturing facility, LGC. Today, the subsidiary continues to provide a consistent supply of high-quality glass bottles exclusively to Anheuser-Busch's Houston brewery.

Anheuser-Busch Recycling Corporation (ABRC)

Keeping the environment fresh was top of mind at Anheuser-Busch in 1978, when the ABRC was created. In 2004, ABRC recycled more than 800 million pounds of aluminum, the equivalent of 4.7 billion six-packs of beer cans. Aluminum recycling not only reduces litter, it is highly energy efficient. Recycling an aluminum can requires only 5 percent of the energy needed to produce aluminum from raw materials. In other words, each recycled can means 95 percent energy savings.



Results for the Packaging Group in 2004 were favorable despite industry-wide challenges, such as higher energy and distribution costs. ABPG's pretax profits were \$164 million in 2004.

A quality product deserves the best packaging. Anheuser-Busch is committed to producing the freshest, highest-quality products in the industry. The Anheuser-Busch Packaging Group makes sure that each can, lid, bottle and label matches that quality.