

Anheuser-Busch

Location: United States



Striving for a Better World

At Anheuser-Busch, in all that we do, we recognize our responsibility to improve the world where we do business. We are all citizens of the world—together—and together, we must find ways to put social responsibility into action. Anheuser-Busch is committed to building a company for the long term, with a legacy to be proud of—for the people who work for us and with us; for future generations and the environment in which we live; and above all, for our consumers who we hope will always enjoy our products responsibly and be as proud to choose them as we are to create them.

Our dream is to be the Best Beer Company in a Better World by focusing on these key areas:

Community

We are committed to making a difference through our people, the integrity of our business conduct and our community support

Responsible Drinking

We brew our beers to be enjoyed responsibly by those of legal drinking age and are committed to engaging consumers to promote responsible drinking and prevent drunk driving and underage drinking

Environment

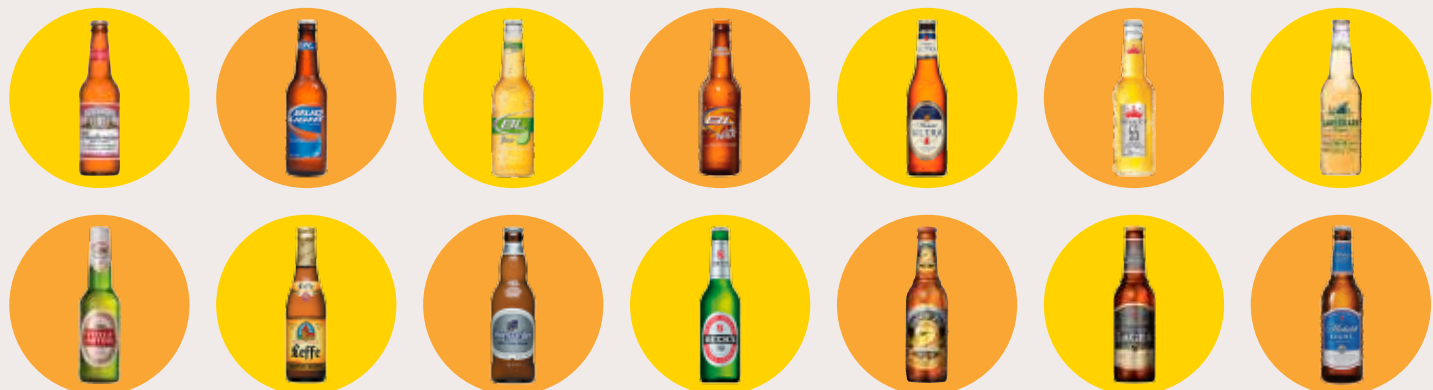
We are committed to using a sustainable approach to the use of natural resources and partnering with organizations to improve the environment in our communities

Report Highlights

Anheuser-Busch and our employees build on a legacy of corporate social responsibility. In the past three decades, the company and our wholesalers have committed more than 875 million USD in national advertising campaigns and community-based programs to encourage responsible drinking and prevent underage-drinking and drunk driving. Anheuser-Busch reduced total water use at its breweries by 38 percent since 2000, and the company has been a leading aluminum recycler for more than 30 years. Since 1997, Anheuser-Busch and our Foundation have invested in local communities through donations of nearly 475 million USD to charitable organizations. Anheuser-Busch also has donated more than 69 million cans of drinking water to people affected by natural and other disasters since 1988.

Key Brands

1. Budweiser
2. Bud Light
3. Bud Light Lime
4. Bud Light Golden Wheat
5. Michelob ULTRA
6. Select 55
7. Land Shark
8. Stella Artois
9. Leffe
10. Hoegaarden
11. Beck's
12. Shock Top
13. Michelob Original Lager
14. Michelob Light



Community

A key aim for Anheuser-Busch is to create value for shareholders and stakeholders, especially our employees and the communities in which we operate. We are proud of the positive and meaningful impact our business has on the communities where we do business. We are improving our production facilities, modernizing logistics and commercial investments, supporting jobs, as well as paying taxes and excise duties.

In 2010, Anheuser-Busch executed approximately 182 million USD in capital investments. Significant investments included:

- Installation of innovative packaging projects and continued modernization of the brewing, packaging and utility operations at the brewery in St. Louis, MO;
- Renovation of all major glass making equipment, including an increase in overall capacity, at the Longhorn Glass packaging facility in Houston;
- Modernization of the finishing cellar and central control room automation upgrades at our brewery in Baldwinville, NY;
- Installation of brewing process improvements to the alpha beer recovery system and roof mitigation projects at the brewery in Jacksonville, FL;
- Modernization of the brewing releasing cellars and packaging operations at the brewery in Columbus, OH;
- Automation of the finishing cellars and packaging operations in Los Angeles.

Economic Impact

In 2010, Anheuser-Busch paid more than 3 billion USD in business and excise taxes, including:

- 2.9 billion USD in state and federal excise taxes;
- 400 million USD in other state and local taxes.

Making a Difference in Our Communities

In addition to investing in our facilities, we also invest in the communities where we live and work. Since 1997, Anheuser-Busch and our Foundation have invested in local communities through donations of nearly 475 million USD to charitable organizations.

Haiti Earthquake—January

In response to the earthquake in Haiti, the Anheuser-Busch Foundation and our Canadian colleagues at Labatt matched donations made by employees and United States wholesalers to the American and Canadian Red Cross organizations, totaling 300,000 USD.

Teach For America—April

Anheuser-Busch executives, including North America Zone President Luiz Edmond, were guest teachers at St. Louis public schools, visiting the classrooms of Teach For America teachers to impart lessons that draw on their experience in business and beyond. The Anheuser-Busch Foundation donated 150,000 USD to the Teach For America Corps—St. Louis, which Anheuser-Busch has supported since the program first came to St. Louis.



AB InBev North America Zone president Luiz Edmond discusses the importance of appreciating different cultures as part of his visit to a sixth grade class at Lyon-Blow Middle School in St. Louis, MO. Following the lesson, Anheuser-Busch announced a 150,000 USD donation to Teach For America Corps—St. Louis.

2
million USD

Prior to a St. Louis Cardinals baseball game, Anheuser-Busch president Dave Peacock presents a 2 million USD donation to United Way of Greater St. Louis.



Harris-Stowe State University—May

Anheuser-Busch contributed 250,000 USD in 2010 as part of a multiyear, 1 million USD donation to Harris-Stowe State University. During the 2009–2010 academic year, 10 business school students received financial support to continue their education.

River Network—June

In honor of World Environment Day, Anheuser-Busch and our Budweiser brand donated 150,000 USD to River Network to support river and watershed conservation projects in our 12 United States brewery cities. More than 400 employees and their families volunteered to help clean up rivers, plant native vegetation, assist with invasive species removal and take part in environmental education initiatives.

Hispanic Scholarship Fund—July

During his 2010 concert tour, Mexican singing legend Vicente “El Rey” Fernández, along with Budweiser, brought together two of his passions—music and education—to help raise money for the Hispanic Scholarship Fund (HSF). As part of Budweiser’s longtime commitment to the Hispanic community, El Rey and the King of Beers donated a scholarship to a local college student for each of the 24 performances on his 18-city tour. Anheuser-Busch provided 100,000 USD for this special partnership program in 2010. In total, Anheuser-Busch provided the HSF with 500,000 USD in support in 2010, including donating 500 USD to the HSF for each goal scored during the 2010 FIFA World Cup™ in South Africa. Since 1982, Anheuser-Busch, Budweiser and our wholesalers have donated more than 24 million USD to HSF, the nation’s leading non-profit organization that supports Hispanic higher education.

Jackie Robinson Foundation—July

In 2010, Anheuser-Busch donated 50,000 USD to the Jackie Robinson Foundation (JRF) in support of the organization’s generous four-year college scholarship program, which includes professional

mentoring, internship placement, extensive leadership training, international travel and community service options to hundreds of students. Anheuser-Busch is proud to partner with the JRF in honoring the legacy of the Hall of Fame Dodger who became the first African-American to play Major League Baseball.

Habitat for Humanity—July to October

As part of our commitment to economic development, more than 100 Anheuser-Busch employees and their families spent Saturdays throughout the summer building a home with a deserving St. Louis family. The Anheuser-Busch Foundation donated 50,000 USD to help fund the project. Additionally, more than 250 Anheuser-Busch employees and wholesalers partnered with New Orleans Area Habitat for Humanity to help clean up neighborhoods and build homes during our annual sales convention. A donation of 50,000 USD also helped support the effort.

United Way—August

Continuing its role as one of United Way of Greater St. Louis’ largest corporate sponsors, the Anheuser-Busch Foundation presented a 2 million USD gift to the 2010 United Way annual campaign, bringing Anheuser-Busch’s total giving to United Way in St. Louis to more than 32 million USD since 1985. Employees also generously donated more than 1.2 million USD to the campaign in 2010.

Webster University—August

Supporting higher education is an important element in the giving philosophy of the Anheuser-Busch Foundation. As evidence of this commitment, the Foundation announced a 1 million USD donation to the George Herbert Walker School of Business and Technology at Webster University in St. Louis. The donation is part of more than 14 million USD in recent giving to institutions in the region, including University of Missouri—St. Louis, Saint Louis University, Washington University, Fontbonne University, Harris-Stowe State University, Ranken Technical College and Missouri University of Science & Technology in Rolla.



Frank Alvarez, president and CEO of the Hispanic Scholarship Fund (HSF), kicks in a goal to celebrate Anheuser-Busch and Budweiser’s first 500 USD contribution as part of the 2010 FIFA World Cup™ program. HSF received 500 USD for every goal scored during the monthlong tournament to help support Hispanic higher education.

Anheuser-Busch



We have a strong relationship with Habitat for Humanity. Our employees spent Saturdays throughout the summer volunteering in St. Louis (right), in New Orleans during our annual sales convention (above), and in Jacksonville, FL.



Great Mississippi River Cleanup—September

Anheuser-Busch employees and their families volunteered to help Chad Pregracke and his team from Living Lands & Waters clean up the St. Louis riverfront. This year's cleanup brought in more than 10 tons of trash and debris from the islands and shorelines of the Mississippi River near downtown St. Louis. This was the ninth year we partnered with Living Lands & Waters.

Keep America Beautiful—November

Anheuser-Busch joined Keep America Beautiful and communities across the country in recognizing November 15 as America Recycles Day. To mark the occasion, the Anheuser-Busch Foundation donated 500,000 USD to support Keep America Beautiful and the organization's ongoing efforts to educate the public on the importance of recycling and litter prevention. In addition, the donation funded a grant program to assist event recycling by providing approximately 3,000 recycling bins to communities across the country.

BackStoppers—November

Anheuser-Busch, our St. Louis-area wholesalers and adult beer consumers from across the region joined to make a 77,500 USD contribution to BackStoppers, an organization dedicated to assisting the families of police officers and firefighters who have perished in the line of duty. Budweiser also is the title sponsor of BackStoppers' annual Guns 'N Hoses event, which organizes boxing matches between area police officers and firefighters to raise money for the organization.

Toys for Tots—December

Employees from Anheuser-Busch donated 86,775 USD to the United States Marine Corps' Toys for Tots campaign. The gift helped support the Marines' efforts to assist children and families across the St. Louis area during this holiday season. The funds were raised through the internal sale of used office equipment to Anheuser-Busch employees.

Canned Water Donations

In 2010, Anheuser-Busch donated approximately 850,000 cans of drinking water for United States disaster relief, including support to help people affected by water main breaks in Kentucky, winter storms in South Dakota, an oil spill in Michigan, forest fires in Colorado, and flooding in Tennessee, Iowa, Nebraska, Kentucky and Wyoming. Since 1988, Anheuser-Busch has packaged more than 69 million cans of fresh drinking water and donated it to emergency relief organizations following natural disasters.

Making an Impact in Our Brewery Cities

Employees at Anheuser-Busch's breweries always have been actively involved in lending a helping hand to their neighbors. The following are some examples of initiatives undertaken by employees and their families in the communities where they live and work.

The Anheuser-Busch Foundation donated 65,000 USD, and Jacksonville brewery workers spent five Saturdays as volunteer homebuilders for a local family through Habijax, the local chapter of Habitat for Humanity. Since 1999, Anheuser-Busch has contributed a total of nearly 600,000 USD to Habijax. Habijax builds and renovates affordable houses in the Jacksonville urban core, concentrating on neighborhoods targeted for revitalization.

Anheuser-Busch's Fairfield brewery hosted its first Bud Classic Car Show to benefit Families Helping Families, an organization founded by Anheuser-Busch brewery employees that has raised more than 250,000 USD for worthy causes in Solano County.

Houston brewery workers also sponsored a highly successful car show in their effort to raise money for the United Way.

For the 10th consecutive year, Cartersville brewery employees sponsored a charity bike ride to give back to the community and raise money for local charities, including Hickory Log Vocation School and Cancer Navigators. The event drew more than 1,400 riders.



Chad Pregracke from Living Lands & Waters welcomes volunteers to the Great Mississippi River Cleanup. Employees have partnered with Pregracke for nine years to help remove trash from the St. Louis riverfront.



Volunteers from the Fort Collins brewery and other local A-B facilities turned out to plant 70 bare-root trees and shrubs at Riverbend Ponds Natural Area in Fort Collins.

For the 17th consecutive year, Anheuser-Busch's Williamsburg brewery lent support for the *Green Team* program, a program administered by the Williamsburg-James City County Community Action Agency, in which teenagers are given summer employment to help needy residents make home repairs. The WJCC-CAA is a private non-profit organization whose mission is to reduce the causes and conditions of poverty in the area.

Anheuser-Busch's Merrimack brewery hosted the 37th Annual Show N' Shine Car Show to benefit Make-A-Wish® Foundation in New Hampshire. Employees there, along with the Anheuser-Busch Foundation, contributed more than 140,000 USD to United Way of Greater Nashua.

The Baldwinsville brewery employees are proud that their chili has been voted #1 at the annual United Way Cook-Off for the last seven years. Our United Way contribution per employee has increased each year for the last nine years, and the total contribution was more than 115,000 USD.

Additionally, there are thousands of different issues and causes close to our employees' hearts. Many give countless hours to help worthy organizations. We applaud their commitments and support their efforts with the *Employee Volunteer Grant* program. This initiative awards small grants to the non-profit organizations our employees regularly support with their volunteer hours, such as an organization that makes and sells bracelets to raise money for cancer research, education, treatment and care.

Dream, People, Culture

We also recognize that by showing respect for our people through competitive compensation, benefits and a safe work environment, we tap into their innate desire to help us be a more responsible corporate citizen.

At Anheuser-Busch, our full-time, salaried workforce is 70 percent male and 30 percent female.

A key to our continued success is drawing on the unique backgrounds, perspectives and experiences of our employees. Our commitment to equal employment opportunity, diversity and inclusion helps make our company a great place to work, but it is also a defining value that guides our relationships with customers and the communities we serve. By treating all people with respect and valuing our differences, we can reach our fullest potential.

To further our commitment to diversity and support the company's business objectives, we have established Anheuser-Busch Employee Resource Groups (ERGs). The ERGs provide education, awareness, and professional growth and development opportunities for employees. The groups are:

- *Creating Real Opportunities for Women's Networking (CROWN)*—Women's ERG;
- *Hispanic and Latino (HoLa)*—Hispanic and Latino ERG;
- *Black Leaders Achieving Diversity through Engagement (BLADE)*—African American ERG;
- *Asian Pacific Islander (PAC-ASIA)*—Asian and Pacific Islander ERG;
- *Employee Alliance Group of Leadership and Engagement (EAGLE)*—gay, lesbian, bisexual, transgender and friends ERG;
- *Home Brewers* ERG;
- *Community Action Project (CAP)*—Community Service ERG.

Along with a diverse workforce, we are committed to developing our employees through a variety of ongoing training programs and opportunities. Maintaining a leadership position in our industry is not only about having the best-quality beer, the strongest wholesaler system and the most effective advertising and marketing programs. The most important investment in our company's future is attracting and developing the best and brightest people.

In July 2010, Anheuser-Busch launched the *Global Management Trainee Program*—a 10-month intensive management

training curriculum. The goal of the program is to recruit top talent and develop their experience and leadership skills by giving them insights into every aspect of our business. Global Management Trainees are immersed in various functional areas of the company during the program, learning about the Supply and Commercial organizations from the ground up through a variety of hands-on assignments. At the conclusion of the program, trainees will assume field management positions. To date, our *Global Management Trainee Program* has trained 14 management graduates to prepare for advancement within our company.

In 2010, our North American facilities achieved an 18 percent decrease in total accidents compared to the previous year, and the frequency of injuries at our United States facilities decreased 26 percent since 2007. Although favorable, we are never completely satisfied with our results. We implemented a new safety focus led by North America Zone President Luiz Edmond and the facilities' Environment and Safety teams, which included introducing the Global Anheuser-Busch InBev Health & Safety Policy and participating in activities for the United Nations' World Safety Day.

Promoting Responsible Drinking

According to the United States Department of Transportation, drunk-driving fatalities have decreased 49 percent since 1982 and surveys show beer is enjoyed responsibly by the vast majority of consumers, but we recognize there is still work to be done to prevent the misuse of alcohol beverages. That's why Anheuser-Busch, in partnership with our nationwide network of 600 wholesalers, has committed more than 875 million USD in national advertising campaigns and community-based programs in the last three decades to encourage responsible drinking as well as prevent underage drinking and drunk driving.

In close partnership with wholesalers, retailers, educators, parents, law enforcement officials, professional sports teams and many other

organizations, we initiated responsible drinking programs in all of our key markets, with a primary focus on preventing drunk driving and underage drinking.

Our wholesalers play an important and active role in our success, both by contributing more than 15.2 million USD toward programs in 2010 and by identifying opportunities to reach new audiences in their local communities. To further align Anheuser-Busch and wholesalers' efforts, corporate social responsibility goals have been integrated into our *Ambassadors of Excellence* program, which rewards and recognizes wholesalers' best practices and alignment with the company's objectives.

Key programs included:

Global Be(er) Responsible Day

Anheuser-Busch joined our sister companies around the world to promote responsible drinking as part of Anheuser-Busch InBev's first-ever *Global Be(er) Responsible Day* on September 15. More than 600 Anheuser-Busch employees partnered with wholesalers to visit bars, restaurants, grocery stores, convenience stores and other retail outlets to remind waitstaff and store employees, as well as consumers, that we brew our beers to be enjoyed responsibly by adults of legal drinking age. Additionally, 550 employees each pledged to be a designated driver for family and friends during the weekend following *Global Be(er) Responsible Day*. St. Louis team members also had the unique opportunity to serve beer to baseball fans at Busch Stadium, while putting our *We I.D.* program into action.

Working with Retailers

Through *Operation I.D./We I.D.*, Anheuser-Busch and our distributors offer retailers training and a variety of materials for checking and verifying valid I.D. cards to help prevent the sale of alcohol to minors. In 2010, 15 new alcohol responsibility retail chain partnerships, reaching more than 2,700 outlets, were initiated nationwide, touching nearly every state. As part of the program, more than



St. Louis Police Chief Dan Isom joined Anheuser-Busch executives to help check I.D.s at a local bar as part of *Global Be(er) Responsible Day*.



To build on the distribution of *Family Talk About Drinking* brochures, a *Facebook* site was launched to reach parents and educators through social media.

20,000 *We I.D.* cards and 154,000 I.D. books were provided to new and longtime retailer partners in 2010. More than 1.3 million *We I.D.* cards and 2.2 million I.D. books have been distributed since 1990.

Our server training programs instructed more than 22,000 bartenders, servers, convenience store clerks and home-party hosts on responsible serving techniques to help prevent drunk driving and underage-drinking. More than 496,000 servers have been trained by Anheuser-Busch wholesalers since 1989.

Reaching Sports Fans

Budweiser *Good Sport* is a communications, training and management program designed to help stadium operators, team owners and concessionaires promote positive crowd behavior by encouraging fan responsibility at sporting events. The program is activated in partnership with 99 teams in Major League Baseball, the National Football League, National Basketball Association, National Hockey League and Major League Soccer. Eighteen new teams were added to the *Good Sport* roster in 2010.

Additionally, *Good Sport*-like responsible drinking programs were integrated into high-profile brand and sporting events throughout the year, including the Bud Light Hotel in Miami, Bud Light Pool Party in Las Vegas, MLB All-Star Game, NBA All-Star Game, NHL Winter Classic, and the Kentucky Derby, among many others.

Family Talk About Drinking in Social Media

Recognizing that parents have the greatest influence on their children's decisions about drinking, *Family Talk* encourages open, honest communication between parents and children. To bring the *Family Talk About Drinking* program to audiences via social media, Anheuser-Busch launched a *Family Talk* Facebook page. Available at www.facebook.com/AnheuserBuschFamilyTalkAboutDrinking, the site provides an interactive method to provide alcohol responsibility resources and tips in a form that visitors can easily share with their friends and families. More than 138,000 *Family Talk About Drinking*

materials, translated into English, Spanish, Chinese, Korean and Vietnamese, were distributed at local events in 2010 and the program has provided more than 5.6 million materials to educators, parents and other audiences since 1990.

Sharing Firsthand Experiences

Wholesalers hosted more than 500 in-school presentations by members of Anheuser-Busch's Speakers Bureau, who deliver messages of responsibility and respect for the law to students, parents, educators, community groups and military personnel, through various presentation topics. More than 219,000 students attended the presentations in 2010 and more than 3.5 million students have been reached since 1998.

Anheuser-Busch also provided a donation to Street Smart, a Speakers Bureau program organized by Stay Alive From Education (S.A.F.E.), to fund visits to 50 military installations across the United States. Street Smart takes audiences into the real-life drama experienced by firefighters and paramedics as they work to save the lives of those who have made poor choices about underage-drinking, drunk driving, using illegal drugs or not wearing a seat belt. The program has been shared with more than 600,000 students and military personnel since 2002.

Alternative Transportation for Consumers

As a major advertiser and event sponsor of pro football's biggest game of the year, Anheuser-Busch partnered with AAA Auto Club South, wholesalers, Miami Beach Mayor Matti Herrera Bower and local law enforcement for the Tow to Go program, which provided a free tow to fans and partygoers to ensure they arrived home safely.

In 2010, 438 wholesalers conducted designated driver programs, including providing free rides through Alert Cab, Tow to Go and *SoberRide*, as well as the placement of nearly 45,000 advertisements in local communities to address drunk driving.

Federal Trade Commission's *We Don't Serve Teens* Campaign

Anheuser-Busch helped secure premium advertising space for the “We Don't Serve Teens” campaign aimed at preventing underage-drinking. First launched in 2006, “We Don't Serve Teens” provides parents and other adults with tools and information to prevent underage-drinking and its negative consequences. Detailed information about the program is available at www.DontServeTeens.gov. Anheuser-Busch's media group obtained space in national magazines, on popular websites and on billboards nationwide, helping the campaign reach millions of American adults.

Supporting Law Enforcement Training

Anheuser-Busch coordinated a comprehensive, one-day seminar for police officers and prosecutors in three states to improve their ability to arrest and convict drunk-driving offenders. Through a partnership with the Texas District and County Attorneys Association, the program was broadcast live via satellite TV from Anheuser-Busch's St. Louis headquarters to 1,395 attendees who gathered at 39 wholesaler sites in three states to participate in the session.

Recognition for Our Efforts

Anheuser-Busch and our Washington D.C.-area wholesalers received the 2010 Corporate Partnership Award from the Washington Regional Alcohol Program (WRAP) for the company's ongoing commitment to helping to prevent drunk driving and underage-drinking in the Washington-metropolitan area. The award, presented at WRAP's 28th annual meeting, acknowledged the support Anheuser-Busch and its wholesalers have given to WRAP and its various community-based alcohol awareness and education programs throughout the years. More than 50,000 free cab rides have been provided since 1993 through *SoberRide*, which has a direct impact on removing drunk drivers from the roads.

Environmental Performance

At Anheuser-Busch, we continually seek to operate more efficiently and maintain our quality standards, while considering our

environmental impacts, in order to be better stewards of the world in which we live. We focus our environmental sustainability initiatives on our key issues—water, energy, recycling and packaging.

Our beers are brewed with the highest-quality ingredients and water, and we package and distribute our products for the enjoyment of our adult consumers. In addition to being efficient and avoiding waste—which is an important part of our culture—we also recognize we have a role to play in tackling shared challenges such as fresh water availability and quality.

Water and Energy Conservation

Through the use of anaerobic digestion systems at 10 of our United States breweries, and landfill gas at our Houston brewery, the equivalent of one in every six beers made by Anheuser-Busch's United States breweries is brewed and packaged using alternative fuels. In addition, the company has reduced total water use in our United States breweries by more than 38 percent since 2000—saving 25.5 billion liters of water—the equivalent of more than 164 million showers.

Implementing Solar Power

In May 2010, Anheuser-Busch announced the installation of a solar array on the roof of our Newark, NJ brewery. A second phase of this project was completed on December 31, 2010, doubling the size of the array, which currently has more than 7,000 photovoltaic solar panels and covers 130,000 square feet. The solar panels will produce more than 1.1 million kilowatt hours annually, which is enough to power 125 average-sized New Jersey homes for a year and at peak production will be capable of satisfying nearly 10 percent of the brewery's electricity demand. This solar panel installation is just one more example of our continued commitment to improving our environmental performance through alternative energy sources at our facilities across the country. When combined with the solar array at our Fairfield, CA brewery, Anheuser-Busch is now one of the largest users of solar power in the United States brewing industry.

“It's no wonder Anheuser-Busch has won the WRAPPY Award for the tenth year in a row. This is a corporate partner that has truly gone the ‘extra mile’ in dedicating itself year-round to our lifesaving mission of getting drunk drivers off our roads and preventing drunk driving.”

Kurt Erikson, President, Washington Regional Alcohol Program (WRAP)



Through the use of anaerobic digestion systems at 10 of our U.S. breweries, and landfill gas at our Houston brewery, the equivalent of one in every six beers made by Anheuser-Busch's U.S. breweries is brewed and packaged using alternative fuels.

2012 Global Environmental Targets

Last year, we announced global, companywide targets on key measures such as water and energy use, as well as carbon emission reductions that we will strive to achieve by the end of 2012. Our targets are:

- ↑ Increase our waste and by-product recycling to 99 percent
- ↓ Reduce water use for beer and soft drinks plants to an industry-leading 3.5 hectoliters of water per hectoliter of product (hl/hl)
- ↓ Reduce energy use per hectoliter by 10 percent
- ↓ Reduce CO₂ emissions per hectoliter by 10 percent

Improving Environmental Performance

In 2010, Anheuser-Busch contributed significantly to helping achieve our global targets.

- ↑ Recycled more than 99 percent of our waste and brewing by-products
- ↓ Reduced our water usage by 10 percent; a 34 percent improvement in the past 3 years
- ↓ Reduced energy consumption per hectoliter by 5 percent
- ↓ Reduced energy use by more than 23 percent over the past 3 years
- ↓ Today 12 percent of our energy is generated from renewable resources (biomass, solar, wind, landfill gas, etc.)

Commitment to Recycling

In 2010, Anheuser-Busch's United States breweries recycled more than 99 percent of solid waste generated in the brewing and packaging processes. The company continues to look for ways to reduce, reuse and recycle, while maintaining our quality standards. Materials recycled include: grain from the brewing process, plastic strapping, aluminum, glass, cardboard, plastics and metals.

Nationally Recognized Leader in Recycling

Anheuser-Busch has been a charter member of the United States EPA's WasteWise program since its inception in 1993. WasteWise is an EPA partnership program that recognizes exceptional performance by an organization for reducing its environmental

footprint through innovative and efficient materials management practices. There are currently more than 2,400 WasteWise Partners in the United States. Through its involvement with WasteWise, the company not only shares its best practices with other companies, but learns how to operate our facilities in a more efficient and environmentally responsible way.

Since becoming a charter member in 1993, we have reported significant waste reduction results, won multiple WasteWise awards and promoted the program to other organizations. In addition, Anheuser-Busch is the only brewer to be inducted into the WasteWise Hall of Fame, of which there are only 15 members.

Packaging and Emissions Reductions

Through the use of anaerobic digestion systems at 10 of our U.S. breweries, and landfill gas at our Houston brewery, the equivalent of one in every six beers made by Anheuser-Busch's U.S. breweries is brewed and packaged using alternative fuels. Anheuser-Busch also implemented changes in its transportation and logistics infrastructure, resulting in a reduction in greenhouse gas emissions. Through strategic network-wide infrastructure changes, the company reduced the total miles required to distribute products. In addition, Anheuser-Busch coordinated increases in payload weight across multiple modes of transportation, further reducing the total miles traveled. Converting shipments from truck to intermodal, which requires significantly less diesel fuel than truck because the majority of the distance traveled is by rail, yielded additional benefits. Overall, we estimate these initiatives resulted in a nearly 5 percent reduction in greenhouse gas emissions from 2008 to 2009. This is roughly the equivalent of removing 4,400 cars from the road for an entire year.

In 2010, we also made changes to several of our secondary packages, resulting in a net savings of 22,350 tons of fiberboard.

Community Projects

World Environment Day and Environmental Partnerships

As part of the company's celebration of World Environment Day 2010, Anheuser-Busch and Budweiser donated 150,000 USD to River Network to support river and watershed conservation projects in each of our 12 United States brewery cities. Projects included:

- **St. Louis, MO** Anheuser-Busch employees and their families were among more than 250 volunteers in helping Chad Pregracke and his team from Living Lands & Waters in their annual cleanup of the St. Louis riverfront. This year's cleanup brought in more than 10 tons of trash and debris from the islands and shorelines of the Mississippi River near downtown St. Louis;
- **Newark, NJ** Newark brewery employees, and executives from Anheuser-Busch InBev's Global Office in New York City, joined the

Passaic River Coalition in cleaning up and reviving a small park in Lyndhurst, NJ;

- **Cartersville, GA** Employees worked with the Upper Etowah River Alliance to support watershed restoration and educate brewery employees on rainwater collection systems;
- **Fairfield, CA** Partnering with the Lake Berryessa Boater Outreach Program, employees helped improve the watershed through invasive species removal, cleanups and water education projects;
- **Merrimack, NH** Partnering with the New Hampshire Rivers Council and New Hampshire Fish and Game, employees helped to clean up the Merrimack River in an effort to preserve the recently discovered Eastern Brook Trout;
- **Williamsburg, VA** Employees partnered with the James River Association to plant trees in order to protect a local watershed.

Employees Skip Shaving to Save Water

More than 1,200 employees (and friends) from across the country put away their razors and grew a beard to help save water as part of our first-ever *Skip Shaving for Water Savings Challenge*. Participants were asked to stop shaving for the week leading up to World Environment Day, and their efforts helped save about 42,000 gallons of water (the average shave uses anywhere from 3–10 gallons of water).

Los Angeles Brewery, City of Los Angeles Host Annual Recycling Event

The Los Angeles brewery partnered with the City of Los Angeles to host an oil and electronic waste collection at the brewery. More than 500 vehicles from the surrounding San Fernando Valley pulled into the brewery parking lot to drop off more than 1,000 gallons of used oil and four 55-gallon drums of used oil filters. In addition, almost two full tractor trailers of electronic waste were collected for recycling. The Los Angeles brewery has partnered with the City of Los Angeles on community collection events since 1997.



A view from the roof of the Newark Brewery, which installed a solar array of more than 7,000 photovoltaic solar panels. At peak production, solar power will be capable of covering nearly 10 percent of the brewery's electricity demand.



St. Louis employees and their families prepare to leave the banks of the riverfront to clean up shorelines as part of the Great Mississippi River Cleanup.

Anheuser-Busch InBev Names St. Louis Operation as Global Environmental Contest Winner

As part of its World Environment Day efforts, Anheuser-Busch InBev holds a global competition among its facilities to recognize projects that create environmental improvements and help to conserve natural resources. Projects were organized around the world, with operations in each of the company's six zones finding new ways to conserve significant amounts of water and energy. In 2010, the company's selection committee was unanimous in naming the St. Louis brewery and corporate office as the global winner.

In making the decision, the committee noted the wide variety of planned activities designed to engage audiences both internally and externally. This comprehensive program boasted strong participation from employees throughout the entire St. Louis operation. Among the programs conducted in the St. Louis brewery and corporate office were:

- An extensive brewery water conservation effort;
- A community tree-planting effort in a local park;
- Employees volunteering for the Great Mississippi River Cleanup;
- The distribution of more than 5,000 tree saplings to employees with the support of Living Lands & Waters;
- An environmental expo that drew more than 3,000 employees and helped educate them on things they could do to help the environment in their homes and at work;
- Organization of the *Skip Shaving for Water Savings Challenge*.

Brewery Awards and Recognitions in 2010

Williamsburg, VA

- The Williamsburg brewery received the Hampton Roads Sanitation District (HRSD) Pollution Prevention Award for our Energy Conservation efforts.

Houston, TX

- 2010 City of Houston Proud Partners Award—Certificate of Recognition for Natural Resources Reduction project—water conservation;
- Texas Commission on Environmental Quality honored the brewery with a publication on their [Environmental Benchmark Success Stories](#) website for our NOx reduction efforts;
- The Clean Texas Program, part of the Texas Commission on Environmental Quality, recognized the Houston brewery as a Bronze Level member for being a leader among Texas communities and workplaces and for achieving significant environmental results to protect air, water and land resources;
- Texas Commission on Environmental Quality 2010 Finalist for the Texas Environmental Excellence Award.

Newark, NJ

- The New Jersey Governor's Annual Occupational Safety and Health Award for achieving a yearly Lost Time Incident rate of 3.0 or less;
- The Commissioner's Continued Excellence Award and the Departmental Group Awards for the brewery's QA, Business Administration and BOT Engineering departments.

Cartersville, GA

- Cartersville brewery received the Anheuser-Busch InBev Global Certificate of Safety Excellence for completing three years without losing time to injury and exceeding the sustainability hurdle for VPO-safety.

Fairfield, CA

- California's Department of Resources Recycling and Recovery (CalRecycle) named the Fairfield brewery as a Waste Reduction Awards Program (WRAP) winner.

Fort Collins, CO

- The Fort Collins brewery received the Gold Leader Award through the Colorado Department of Public Health and Environment's Environmental Leadership Program;
- The Fort Collins brewery received the Platinum Award from the City of Fort Collins as part of its Climate Wise program.

Los Angeles, CA

- California's Department of Resources Recycling and Recovery (CalRecycle) named the Los Angeles brewery as a Waste Reduction Awards Program (WRAP) winner.

Outlook for 2011

In 2011, Anheuser-Busch is bringing its Better World dream to life through a new positioning: *Our World. Our Responsibility.* The mission to connect our efforts to a collective responsibility that we share with our employees, consumers, wholesalers, retailers, educators, elected officials and many other partners. After all, these are our neighborhoods, these are our roads, this is our Earth, and it is our obligation to work together to help keep our families safe and ensure our communities thrive.

Our World. Our Responsibility will be reinforced through community, alcohol responsibility and environmental programs, and also will become the face of our corporate social responsibility presence in online and social media.

We also are integrating our popular Budweiser and Bud Light brands into our corporate social responsibility programs as a way to better reach our customers and consumers with meaningful and impactful alcohol responsibility, environmental and community programs.

Budweiser will continue its focus on designated driver programs, which have been a part of the brand for years through its NASCAR sponsorships and sports venue *Good Sport* program. Water conservation is Budweiser's primary environmental platform. Not only are high-quality freshwater sources essential for brewing

Budweiser and all of our beers, but fans of Budweiser are often water recreation and outdoors enthusiasts who care passionately about the preservation of our waterways. Budweiser is expanding on our employees' *Skip Shaving for Water Savings Challenge* by bringing the program to wholesalers, retailers, suppliers and consumers with the "Grow One. Save a Million." campaign, which aims to save one million gallons of water through pledges to not shave during the weeks leading up to World Environment Day. From a community perspective, Budweiser is supporting families of our country's armed forces by partnering with Folds of Honor, an organization that provides college scholarships to the spouses and children of service members disabled or killed in military service. Budweiser will donate 100 USD to Folds of Honor for every home run hit during the 2011 Major League Baseball season and contribute a portion of sales from May 26 to July 10, in hopes of raising as much as 2 million USD for the organization.

Bud Light is also incorporating a strong alcohol responsibility message that aligns with the brand's fun, social personality. In addition to its "Drinking Responsibly. Part of Every Good Time." tagline, involvement with the Great Party Guide and *Safe Ride Home* initiatives, Bud Light is unveiling a new *Good Sport* fan responsibility program targeting football and hockey fans at professional sports venues throughout the country. On the environmental front, Bud Light is expanding our recycling efforts with a branded platform that will include local event support, packaging innovations and the continuation of our partnership with Keep America Beautiful to celebrate America Recycles Day in November.

Our employees are important ambassadors of our programs, as they help promote our programs to their families and friends. Each year, hundreds of Anheuser-Busch team members also take action by volunteering in their communities. As part of our 2011 program, we are exploring more opportunities for employees to get involved to help support our Better World dream.



We bring to life our dream to be the "Best Beer Company in a Better World" through: *Our World. Our Responsibility.* The message reinforces the collective responsibility we share with our employees, consumers, wholesalers, retailers, law enforcement, elected officials and many other partners for our alcohol responsibility, environment and community programs.