

URSUS Breweries

In the first quarter of the financial year, Ursus Breweries maintain its performance despite the market decline

Bucharest, 31 July 2009

In the first 3 months of the financial year (April 2009 - March 2010), Ursus Breweries continued to grow its share and achieved market leadership, in a market which declined 9%. The company holds now a market share of 30.6% (MEMRB Retail Data, Apr-June 09). Overall volume recorded a decline of 3%, and this after a very strong increase of 22% in the prior year. By strengthening its brands equities, ensuring optimum portfolio distribution and wise finance management, Ursus Breweries continued to deliver better results than the market

„These quarterly results prove once again that a professional and dedicated team , benefiting of a portfolio of high quality products appreciated by the consumers, can sail a ship during stormy weather to a leading position. Despite the difficult economic period the market is facing, we continued to invest in our brands portfolio and organization. We also finalized an important investment project of modernizing and expanding production capacity of the Timisoara brewery in June. This will further optimise our production footprint and continue to ensure the constant high quality of our beers, highly appreciated by our consumers ”, stated Stephan Maria Weber, President Ursus Breweries.



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Note:

Ursus Breweries, a subsidiary of SABMiller plc, is one of the top brewers in Romania. The company is based in Bucharest and owns 4 breweries in Cluj-Napoca, Timisoara, Buzau and Brasov, employing over 1,700 people. Ursus Breweries' brands are: Peroni Nastro Azzurro, URSUS, Redd's, Timisoreana, Stejar, Ciucas, Pilsner Urquell, Miller and Azuga.

SABMiller plc is one of the world's largest brewers with brewing interests and distribution agreements across six continents. The Group's wide portfolio of brands includes premium international beers such as Grolsch, Miller Genuine Draft, Peroni Nastro Azzurro and Pilsner Urquell, as well as market-leading local brands such as Aguila, Castle, Miller Lite, Snow and Tyskie. SABMiller is also one of the largest bottlers of Coca-Cola products in the world.

For further information :

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