

**Making a difference through beer**



# Delivering superior brand performance

Our strongly performing brands underpin our success in the Czech Republic – and give local consumers a great choice of beers.

## Pilsner Urquell

Pilsner Urquell is a super-premium and export brand. It is the original Pilsner beer, a major Czech icon and a key part of SABMiller's international portfolio.

Pilsner Urquell has experienced 63% volume growth between 2001 and 2008 – rising from 643,468 hl in 2001 to 1,050,643 hl in 2008.

Its latest top accolade came from the Beverage Testing Institute in the US, where it achieved the highest-ever rating for a pilsner-style lager.

Pilsner Urquell sponsors the Czech Olympic team and is the official partner of Golf (Pilsner Golf Cup) and the Pilsner Urquell Bohemia Jazz Fest.

## Master

Launched in April 2007, the portfolio's first speciality beer, Master is served in 900+ outlets.

## Gambrinus

Gambrinus is the best-selling Czech beer, with about 25% of the Czech beer market. It has seen 10% volume growth between 2001 and 2008 – rising from 3,678,214 hl in 2001 to 4,064,638 hl in 2008.

Gambrinus sponsors the top Czech football league and the Czech football national team. It is also a partner of various major music events, including Benátská noc, Rock for People and tours by the Czech bands Tři sestry and Divoký Bill.



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### Velkopopovický Kozel

This is the traditional Czech brand. It has experienced 120% volume growth over the past seven years – from 481,540 hl in 2001 to 1,057,856 in 2008 – and is the only dark beer in the portfolio.

Kozel is a long-standing supporter of folk and country music events, the main sponsor of Prague Zoo and a partner of a voluntary fire brigade and the Czech movie 'Vratné lahve' (2007).



### Frisco

Launched in May 2004, Frisco is a refreshing malt beverage cooler with a lemon and apple taste.

### Radegast

Radegast is the second biggest selling beer in the Czech Republic and the top-selling beer in North Moravia.

Radegast is a partner of the Wallachian Open-Air Museum and of a nature trail in Beskydy. It sponsors the cultural and entertainment events 'Radegast úv rej' and 'Radegast den' and is also the general and title sponsor of darts in Moravia and the official beer of the ice-hockey club HC Vítkovice Steel.



### Radegast Birell

Radegast Birell is the most popular non-alcoholic beer in the Czech Republic with around 65% of the non-alcoholic beer market.

It is the company's most dynamically growing brand – volumes have grown from 64,815 hl in 2001 to 288,790 hl in 2008 – and has been produced by the Radegast brewery since 1992. Radegast Birell is a symbol of the company's commitment and approach to responsible alcohol consumption.

Radegast Birell sponsors cyclo-tracks in the Beskydy mountains, Silesia, Trojmezí and Opava.