



Estrella Galicia

***Our insights and challenges in
the UK Market***



GLOBAL VISION



35 countries , 5 afilliated companies in China, Japan, Brazil, USA and Phillipines.

UK CHALLENGES



Beer Culture
The Movie

- Over 25 million million drinkers.
- Generating a retail value of over £18 billion.
- Britain's favourite alcoholic drink.
- Range of almost 3,000 beers available in Britain, brewed at home and abroad.
- Spain cultural experince for UK.
- Exporting to Europe's fourth largest beer market will give us greater momentum as we plan for opportunities across Europe and elsewhere around the world.





UK vs SPAIN



- UK beer variety.
- How to drink beer
- Pub part of the identity.
- Spain regional and local beer market.
- How to drink beer
- Route to Market
- Competitive environment.
- Beer and Food.
- Quality

ESTRELLA GALICIA STRATEGIC VIEW



Group Figures 2013

- 245 M€
- 700 direct employees
- 230 M litr (beer, water, others)



Premium
Quality
Product



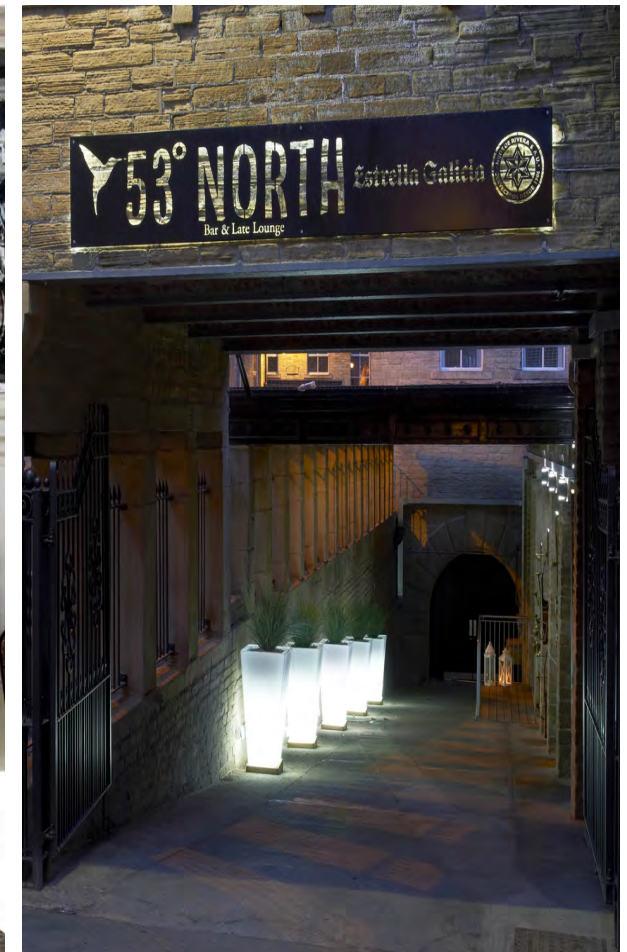
EXCLUSIVE POS





Premium
Quality
Product

PREMIUM IMAGE







THANK YOU