HISTORY
ABC has been operating in the Egyptian market for more than 120 years.

The story began in 1897 when the Crown Brewery Company registered itself in the Kingdom of Belgium to start operating in Alexandria.

In 1946 the company entered into a technical assistance agreement with the leading Dutch Brewer, HEINEKEN.

In 1963 the company was nationalized, finally changing its name to Al Ahram Beverages Company.

In 1997, the company was privatized.

In 2002 ABC’s commitment to development led to its acquisition by the HEINEKEN Group.

Currently, ABC is managed by a team of national and multinational experts as an important member of the international HEINEKEN Group.
HEINEKEN invested around 280m USD in 2002 to acquire ABC in addition to the investments made since then to modernize the business. ABC pays close to 1bn EGP annually in taxes. It is estimated that Egypt’s revenues from the alcohol industry are close to 1bn USD.

Since 2016, ABC has invested more than 1bn EGP (new production lines, lines extensions, production improvements,...) in Egypt with plans to increase investments by more than 40% during the next 5 years.

LOCAL SOURCING

More than 90% of ABC spending is done with local suppliers, in addition to an estimated annual 2bn EGP spent with local partners. The company is doing its utmost to support the use of local materials, such as locally produced glass, crates and cartons as well as local ingredients like sugar and rice. In addition, it is growing around 10,000 acres of various grapes, all contracted and supervised by external consultants to ensure the highest quality. ABC also locally sources 100% of its barley and works to enhance the skills of local farmers through training and agriculture consultation.
**PRODUCTION**

All ABC's plants are ISO certified to guarantee the best quality products to tourists and local consumers; having five production facilities in Egypt. El Obour and El Gouna breweries produce various brands of beer for domestic and international markets, while Al Sharkia produces non-alcoholic beverages that are directed for local and exports markets (including Arab, African and Asian markets). Gianaclis, the company’s distillery, produces a variety of wines and spirits. And the Malt Plant in 6th of October is one of a few malteries that HEINEKEN owns globally.

ABC produces a wide variety of both alcoholic and non-alcoholic beverages that cater to different consumer needs, and allocates around 50% of its production to tourist consumption.

**EMPLOYEES**

ABC is committed to growth in all aspects, including people, brands and policies, with the aim of becoming an exemplary multinational company that is truly an employer of choice. ABC has more than 2,600 employees.
ABC always focuses on improving access to water and water quality in several areas in Egypt. Thus investing more than 1m EGP in only one year to protect water resources in Beheira through an MOU signed with the Beheira Holding Company for Water. In 2019, ABC signed an MOU worth 3m EGP for water development in Siwa Oasis.

Since 2013, ABC has invested more than 2m EGP to support tourism in Egypt through various projects. Whether through promoting Egypt abroad, sponsoring hotels’ school students’ tuition or by developing the skills of waiters in the hotel sector, ABC has always been keen on supporting the sector and ensuring that tourists always have a positive impression about Egypt that is worthy of its tourism potential.

ABC spent more than 40m EGP on community projects since 2009 as part of its commitment to the sustainability of projects like Ramadan Charity projects in neighboring communities, computer donations to schools, and Orphans Day.