

# Company Study of Yanjing Beer, 2011

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## Abstracts

Beijing Yanjing Brewery Co., Ltd. is one of the largest brewing enterprises in China. It grasped a market share of 11.3% in the country in 2010, 45% in north China and above 85% in Beijing, producing and selling 5.03 million kl (including that of custodian enterprises), up 7.7% year-on-year, higher than the industry average 6.3%, ranking the eighth in the world.

Yanjing owned RMB15 billion worth of tangible assets in 2009, with trademark goodwill valued at RMB24.52 billion in 2010, including RMB3.69 billion of Liquan brand, RMB2.67 billion of Huiquan and RMB1.33 billion of Xuelu. It had 33,500 employees and a plot area of 3.89 million square meters, and 31 majority-owned subsidiaries (plants), including 23 breweries and 8 related and affiliated products manufacturers.

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AND SOUTHWEST CHINA**

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Revenue of Beer per Ton and Growth Rate of Yanjing Beer, 2007-2011H1 (RMB? %)

Growth Rate of Sales Volume in Beijing, Guangdong and Sichuan of Yanjing Beer, 2011H1

Acquisition Project of Yanjing Beer, 2011

New and Completed Projects of Yanjing Beer, 2011-2012

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