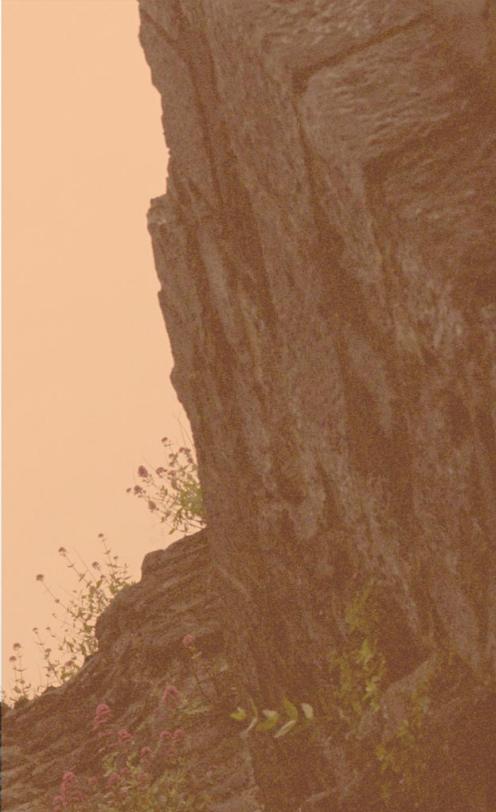


St. Francis Abbey Brewery Kilkenny



St. Francis Abbey Brewery **Kilkenny**

The St. Francis Abbey Brewery, in the heart of Kilkenny City, is situated on a site of more than 25 acres. **The brewery has been part of local commercial life for nearly 300 years and it is here that Smithwick's Ale was first brewed in 1710.** The St. Francis Abbey Brewery continues to brew Smithwick's to this day. It also produces Budweiser for the Irish market.





A tradition of brewing skill

Kilkenny City has a proud brewing history, dating from as early as the 14th century when monks in St. Francis Abbey began brewing at this very location. Even today, the medieval city wall can be seen on site as well as the original Abbey church. Commercial brewing began on site in 1710 when John Smithwick founded his brewery. For the first 100 years or so of its history, the brewery's success was based on the popularity of Smithwick's ale locally.

In the mid 1800's, driven by the ambition and skill of Edmund Smithwick, the brewery expanded as Smithwick's ale became more popular nationwide. Under the stewardship of Edmund, the brewery began exporting many different types of beer. By the 1920's Smithwick's had become Ireland's largest selling ale.

An intrinsic part of the continued success of Smithwick's has been the refinement of the core recipe to meet changing consumer taste. This work has been led by a team of skilled brewers. The beer which is so widely enjoyed today was

developed in Kilkenny in the early 1960's to meet consumer demand for a darker, richer product. In 1966 chilled and filtered ale was launched to instant success. This success continues to this day as Smithwick's is Ireland's number one ale.

In 1986 the brewery began production of Budweiser under licence and now operates 24 hour shifts to meet the demand for this popular beer.

With the continued application of skills, expertise and commitment to on-going development, this brewer has the ability to maintain production for another 300 years.



St. Francis Abbey Brewery today



increase production capacity to over 2 million kegs per annum. Smithwick's Ale and Kilkenny beer continue to be brewed in Kilkenny city to this day and Smithwick's is Ireland's number one ale, a testimony to the skill and dedication of the brewers involved in the production of this unique Irish brand.

More recently, St. Francis Abbey has played a major role in the success of Budweiser beer in Ireland. The Budweiser brand is owned by the Anheuser- Busch Corporation and is brewed in Ireland under licence by Diageo. This world-famous beer has been produced in St. Francis Abbey Brewery since 1986 when, following extensive testing, brewing trials and knowledge transfer, the Kilkenny brewery gained the seal of approval from the Anheuser-Busch Corporation. It is tested for quality and taste by Anheuser-Busch brew masters working in Kilkenny and in Anheuser-Busch headquarters in St. Louis, USA each week. Up to 57 brews are completed each week for distribution throughout the island of Ireland. The application of state-of-the-art

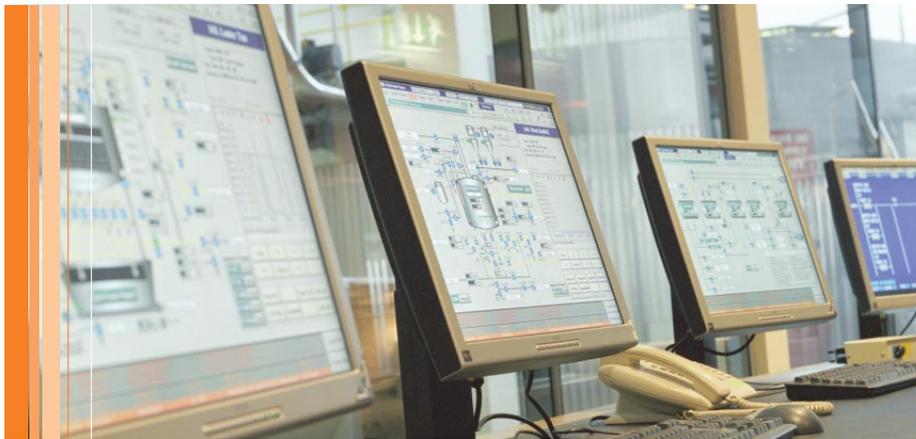
Maintaining quality throughout the process

High standards are applied to all activities undertaken at St. Francis Abbey. Rigorous tests are conducted on all brews to ensure that they meet the high standards demanded and expected by Diageo customers. This attention to detail is matched in the packaging area, where all kegs and packs are coded to facilitate traceability. Each package is provided with a unique code which allocates it a date, time and batch number so that any

potential enquiry can be speedily dealt with.

Brewing

Over the centuries the St. Francis Abbey Brewery has adapted to meet changing consumer tastes without compromising on the skill and expertise required to produce the perfect product. This flexibility, combined with the Kilkenny area's long-standing brewing skills and recent capital investment programmes by Diageo, have seen the brewery



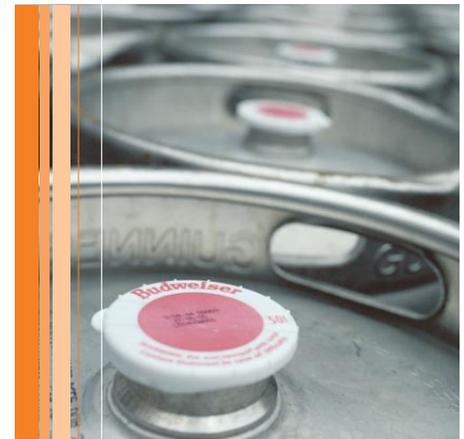
technology has created an integrated, holistic brewing process which enables the brewery to continue its proud tradition of brewing great beers and ales.

Kegging and Packing

700 kegs of Budweiser, Smithwick's, Kilkenny Ale and Cashel Cider are produced every hour for distribution locally, nationally and internationally.

Developing leading-edge processes

Through a programme of continuous improvement and investment, the brewery has implemented state-of-the-art processes. Industry leading technological infrastructure has led to increased automation in the brewhouse. This technological support means that all stages of the brewing process are monitored remotely by technology as well as being checked by the skilled tasting staff.



Quality assurance

In the laboratory located on site, trained and skilled staff conduct over 2,000 analyses every week, checking each brew at critical stages of the process. The results of the tests are assessed immediately and adjustments are made quickly and effectively, thereby optimising production performance.



Working as a team

As brewing processes change, Diageo invests in the optimum skill and technology mix in each of its production locations. At the core of all activity and working methods is the continued development of state of the art breweries. These breweries employ skilled, expert personnel which implement industry-leading technology. At the Kilkenny brewery, a significant skills development programme has been undertaken. As a result, the production capacity of the brewery continues to expand while meeting the rigorous quality standards demanded.



Benefits to the local economy

The St. Francis Abbey Brewery operates in partnership with the local community, suppliers and service providers to enable the site to brew great beer efficiently and sustainably. It provides a livelihood for hundreds of Kilkenny's citizens in brewing and the provision of services. The technical, administration and brewing teams are supported by third party suppliers providing security, maintenance and support services on-site. The brewery contributes over €10 million to the local economy annually in direct employment and the procurement of raw materials and services.



Raw materials produced to Diageo's high specifications, are sourced nationwide including barley from the local area. All raw ingredients and materials are assessed upon receipt and before being introduced into the brewing process. This level of control means that there is a consistent quality across the range of beers and ales produced so that the consumer experiences the perfect drink every time.



Investments

- > €6 million in water treatment and best environmental practice going forward
- > Development of streamlined, integrated brewing technology throughout the brewery
- > €1.7 million upgrade of existing refrigeration plant

Facts

- > St. Francis Abbey is Ireland's oldest operating brewery
- > Smithwick's is Ireland's number one ale
- > Budweiser is the world's best selling beer
- > Over 2,000 product analyses are conducted on site every week
- > 10 qualified tasters work on-site assessing and monitoring all beers and ale brewed
- > Tasting at every stage of the process is key with water being tested at up to 30 different points daily

Kilkenny Brewery

Production of:

Budweiser



Diageo Global Supply distribute to:

01 UAE	25 Curacao	45 Iraq	66 Qatar
03 Anguilla	26 Cyprus	46 Israel	67 Romania
04 Argentina	27 Czech	47 Italy	68 Russia
05 Aruba	28 Denmark	48 Japan	69 Senegal
06 Australia	29 Dubai	49 Jordan	70 Singapore
07 Austria	30 Estonia	50 Kazakhstan	71 Slovakia
08 Azerbaijan	31 Finland	52 Lithuania	72 Slovenia
09 Bahamas	32 France	53 Macedonia	73 South Africa
10 Bahrain	33 French Guyana	54 Madeira	74 South Korea
11 Barbados	34 Georgia	55 Malta	75 Spain
12 Belarus	35 Germany	56 Martinique	76 St. Helena
13 Belgium	36 Ghana	57 Mexico	77 St. Maarten
14 Bermuda	37 Gibraltar	58 Montserat	78 Surinam
15 Brazil	38 Greece	59 New Zealand	79 Sweden
16 British Virgin Isles	39 Guadeloupe	60 Nigeria	80 Switzerland
17 Bulgaria	40 Holland	61 Norway	81 Taiwan
18 Canada	41 Hong Kong	62 Oman	82 Thailand
19 Canary Isles	42 Hungary	63 Pakistan	83 Trinidad
20 Cape Verde	43 Iceland	64 Poland	84 Turks & Caicos
21 Cayman	44 India	65 Portugal	85 Ukraine
22 China			86 US Virgin Isles
23 Costa Rica			87 USA
24 Croatia			



The perfect drink, every time

Smithwick's®



Smithwick's is Ireland's number one ale. With its exceptional taste, distinctive colour and quality ingredients, Smithwick's is a unique beer. It has a rich satisfying taste and due to its popular demand, Smithwick's is now available in the US and on draught across the country.

Budweiser®



Budweiser was first launched in Ireland in 1986, in can and bottle. Draught Budweiser was launched in 1987. Irish-brewed Budweiser was given the official seal of approval by August Busch III on his visit to Ireland in 1986.

Budweiser has become a favourite in the Irish beer market.

Kilkenny®



Kilkenny Irish Beer is a creamy Irish red beer of distinctive quality brewed from 100% Irish malt.

Kilkenny has been a major international success for Diageo since its launch in Germany in 1987. Kilkenny is now available in over 30 countries throughout the world.

Diageo in Ireland,
celebrating life,
every day, everywhere,
responsibly.

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