

AB InBev streamlines management structure, geographic zones

Moneyweb reports that Anheuser-Busch InBev NV (AB InBev) has simplified its global management structure and reduced its nine geographic zones to six. The Belgium-based multinational beverage and brewing holdings company reported lower-than-expected profit growth in the second quarter of the year following marketing spend on the 2018 FIFA World Cup in Russia.

The brewing company intends on making more profit from athletic tournaments and social occasions and to address that challenge, the company is investing \$2bn in promoting its brands and improving supply chains in the US. The restructuring will also bring marketing and the company's ZX Ventures incubator unit under common leadership, which will, in turn, create new executive positions overseeing non-alcoholic beverages and company-owned retail. The changes are effective from 1 January 2019.

Read more on this at [Moneyweb](#).

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