

# | Uniforms



## Overview

To allow AB InBev to work as a cohesive unit throughout the FIFA World Cup™, while still distinguishing between different employee structure levels, uniform designation will be divided into three separate tiers handled by the GHQ team.

### Tier 1

#### Management:

- GHQ
- AmBev executives
- Octagon
- RPMC Management
- AmBev Local Staff
- Stadium Lead

### Tier 2

#### Operational teams:

- AmBev Managed Support Teams
- (20-30 per stadium)

### Tier 3

#### Hospitality:

- Hosts
- On-site staff
- Translators

Program specific to be handled by team leads:

- Concession Staff Uniforms
- Bud Girls (Hospitality and Beer Gardens)

## Tier 1 - Management

### All Staff Members:

- ❖ AB InBev Branding
- ❖ FIFA World Cup™ emblem
- ❖ AB InBev/FWC lanyards to hold FIFA stadium accreditations



## Tier 2 – Operational Team



### All Staff:

- ❖ Budweiser/Brahma branded uniforms
- ❖ AB InBev accreditation lanyards

### Trainees:

- ❖ Venue Coordinators
- ❖ Coordinate stadium team
- ❖ POC for FIFA & Aramark

### Workers:

- ❖ Concessions equipment & structure
- ❖ Product distribution
- ❖ 20 per stadium

### CAT:

- ❖ Technical worker onsite

## Tier 3 – Hospitality

### 10 Hospitality Brands:

- ❖ Utilizing brand and composite logos
- ❖ Brands represented
  - ❖ Budweiser
  - ❖ Brahma
  - ❖ Bud Light
  - ❖ Beck's
  - ❖ Chernigivske
  - ❖ Harbin
  - ❖ Hasseroder
  - ❖ Jupiler
  - ❖ Quilmes
  - ❖ Sedrin



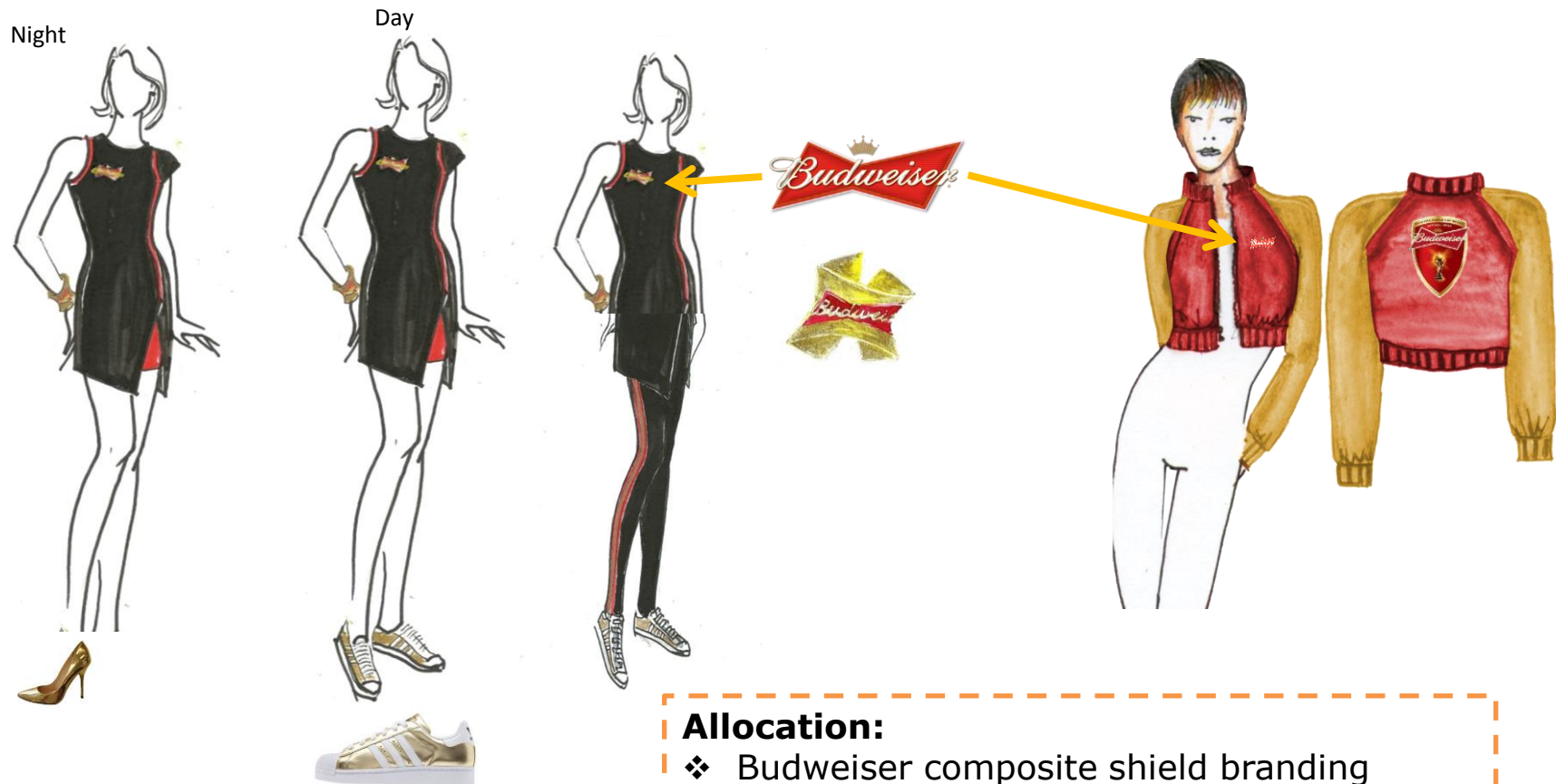
## Concessions

### All Staff:

- ❖ Budweiser/Brahma branded uniforms
- ❖ Includes Budweiser pricing
- ❖ ID+ integration



## Bud Girls – Hospitality





## Beer Gardens



### Allocation:

- ❖ Budweiser composite shield branding & bowtie