

# Heineken turns down SABMiller takeover bid

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The Heineken family, owners of Dutch brewer Heineken, were reported on Sunday, 14 September 2014, to have turned down a takeover bid from SABMiller.



SABMiller is said to have made the offer to help defend itself against a potential bid by Anheuser-Busch InBev (AB InBev), the world's largest brewing company.

SABMiller has grown rapidly through acquisitions to become the world's second-biggest brewer, ahead of Heineken and then Carlsberg. The big-four brewers account for about half of the world's beer market.

AB InBev's market value is just shy of R2-trillion, while SABMiller is worth R983bn and Heineken is valued at R488bn.

SABMiller declined to comment on Sunday.

Source: Business Day