

# Aass, P Ltz AS in Alcoholic Drinks (Norway)

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## Abstracts

With its wide portfolio of beer, Aass has benefitted from the boom in microbreweries and craft beer and the renewed interest in specialty beer among Norwegians. In 2016, the company stated to the trade publication Dagligvarehandelen that it would continue with its commitment to quality whilst working hard to innovate, according to new trends that appear in the alcoholic drinks market.

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