

## Aldaris AS in Alcoholic Drinks (Latvia)

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### Abstracts

Aldaris AS will continue to focus more on premium products and craft beer. This change in strategy started in 2013 and the company will continue to implement it further in the coming years. This is expected to enable the company to benefit from the premiumisation trend and the growing interest in craft beer and higher-quality novelties. In order to satisfy this demand, the company has already planned new craft beer types and limited-edition products for 2017.

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