

Altia Oyj in Alcoholic Drinks (Finland)

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Abstracts

Altia Oyj's strategy over the upcoming years is to be an innovator and pioneer in terms of product development in the Finnish alcoholic drinks industry. The company will invest in consumer research and look to maintain the strong brand image of the company's core products such as Koskenkorva. The company operates according to its strategy and vision under the slogan "Your First Choice Service Company", reflecting Altia's objective to put customer service first. The aim is to develop the company...

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