

Antalya Alkollu İçecek Sanayi ve Ticaret AS in Alcoholic Drinks (Turkey)

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Abstracts

Antalya Alkollu İçecek Sanayi ve Ticaret AS aims to increase its market share within the alcoholic drinks market in Turkey by focusing on value for money products. The company aims to do this by increasing brand awareness among consumers and launching new products with novel flavours. Antalya Alkollu İçecek also wants to penetrate further into the Turkish market and expand its distribution network within Turkey.

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