

Arcus-Gruppen AS in Alcoholic Drinks (Norway)

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Abstracts

Arcus continues strengthening its position as the leading domestic producer of spirits in the Nordic countries, both by developing and launching new brands under its own portfolio, and by acquiring the right to import and distribute new brands targeted towards consumers in the Nordic countries. Furthermore, the company is expected to continue defending its very strong position in the so-called 'Nordic Gold' category, namely akvavit/aquavit, with individual strategies for its brands in aquavit th...

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