

# Asahi Breweries Ltd in Alcoholic Drinks (Japan)

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## Abstracts

Over the forecast period, Asahi Breweries Ltd aims to increase its sales by strengthening its beer business through the offer of new value-added products. In addition, the company seeks to expand its alcoholic drinks portfolio through the addition of new products such as its recently added Chilean wine brand Alpaca (known as Santa Helena outside of Japan) and the non-alcoholic beer brand Asahi Dry Zero. In parallel with these plans, the company also continues to reinforce the positioning of its...

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