

# Athenian Brewery SA in Alcoholic Drinks (Greece)

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#### **Abstracts**

The company will continue to invest heavily in below- and above-the-line marketing activities over the forecast period in order to retain its leadership in beer and cider/perry. Its primary focus will remain Alfa, which was its best-performing beer brand in terms of total volume sales growth in 2016.

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**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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