

Banskobystricky Pivovar as in Alcoholic Drinks (Slovakia)

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Abstracts

Banskobystricky Pivovar will continue to focus on its successful strategy of offering new products in festivals in order to attract consumer attention while in-store promotions will also be seen. Products with a unique composition are set to be introduced by the company over the forecast period, with a focus on higher quality beer made from special cold-hopping technology.

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