

Barry & Fitzwilliam Ltd in Alcoholic Drinks (Ireland)

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Abstracts

Barry & Fitzwilliam Ltd is a national alcoholic drinks distributor and continues to expand its portfolio of wine, beer and spirits. The company aims to tap into emerging trends and this has so far involved it including international craft beer brands within its portfolio. The company's focus remains squarely on building its presence and volume share in alcoholic drinks through its extensive range of premium products.

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