

# Barry Fitzwilliam Maxxium in Alcoholic Drinks (Ireland)

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Date: June 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: B20DDB7CCE1EN

## Abstracts

Barry Fitzwilliam Maxxium will continue to invest in its current product portfolio while seeking out new agreements with global producers of alcoholic drinks, with a focus on premium wines, beers, RTDs and spirits.

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**Product coverage:** Beer, Cider/Perry, RTDs/High-Strength Premixes, Spirits, Wine.

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

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