

## Bavaria France SA in Alcoholic Drinks (France)

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### Abstracts

Bavaria France SA is the leader in France for imported premium lager with 36% of total sales volume in 2012. It is one of the few beer manufacturers which have been able to generate and sustain customer loyalty amongst the young adult population group. The company's strategy is highly geared towards event marketing (mostly via online dedicated channels) such as its sponsorship of the "Rock You" events and various other events pertaining to video gaming, rock concerts and music which are mostly...

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