

# Berentzen-Gruppe AG in Alcoholic Drinks (Germany)

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## Abstracts

Berentzen-Gruppe AG faces a major change at the end of 2014, when the sole distribution contract with Pepsi-Cola finishes. This will also likely impact the company's alcoholic drinks segment, as it will eliminate a major source of revenue from the company's portfolio. For this reason Berentzen-Gruppe plans to strengthen its remaining domestic portfolio through new product releases that target the current consumer trend towards sweeter and flavoured alcoholic drinks, as well as through heavy...

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