

# Big Rock Brewery Inc in Alcoholic Drinks (Canada)

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## Abstracts

The company is experiencing significant restrictions to revitalise its business, including portfolio rationalisation that has led to some products and brands being discontinued as well as a reduction in discounting activities. At the same time, the company works on product development and new brewing facilities, such as the new brewery in Vancouver which opened in 2015, as well as new initiatives to promote Big Rock brands and products, such as Big Rock “houses of worship” in Toronto which are a...

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