

# Bitburger Braugruppe GmbH in Alcoholic Drinks (Germany)

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## Abstracts

Bitburger Braugruppe continues to focus on using and enhancing synergies resulting from the merging of several German premium brands as one organisation.

Organisational and management structures are optimised for a multibrand premium strategy that is supposed to secure the company's position in such a dynamic and competitive sector as beer in the German market by enhancing quality, efficiency and focus on regional consumer demands as well.

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