

Boliarka VT AD in Alcoholic Drinks (Bulgaria)

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Abstracts

It is likely that Boliarka will take advantage of the bankruptcy of Bulbrew OOD and accelerate the competitive battle for the fourth place on the domestic beer market. It is likely that it will be the leading local brewer and a challenger of the multinational brands. However, in order to achieve this, Boliarka will need to compete effectively against the newcomer Britos EOOD and LomskoPivo AD, which has benefited from a new strategic investor.

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