

Brandhouse Beverages (Pty) Ltd in Alcoholic Drinks (South Africa)

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Abstracts

Brandhouse Beverages will continue to represent Heineken and Namibia Breweries' brands in South Africa until these companies have established a new marketing, sales and distribution business in the country. However, it will cease these operations in the early part of the forecast period. Brandhouse is meanwhile likely to benefit from a more simplified ownership structure, being solely owned by Diageo. The company has stated that it will focus on expanding its leadership in spirits in the forecas...

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