

# Brasil Kirin Paritipações e Representações SA in Alcoholic Drinks (Brazil)

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## Abstracts

After Schincariol Participacoes e Representacoes SA was totally acquired by Kirin Holdings at the end of 2011, the company started to review its process and structure, in order to become more organised and profitable. Brasil Kirin Paritipacoes e Representacoes continues to invest in marketing and advertising campaigns, in order to maintain its strong position in alcoholic drinks.

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