

Brau-Union Österreich AG in Alcoholic Drinks (Austria)

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Abstracts

Brau-Union Österreich, the leader in beer and the main beer distributor in Austria, is anticipated to maintain its lead in beer in Austria over the forecast period. It is expected to continue to implement its strategy of marketing a strong brand portfolio consisting of well-known international brands, as well as leading domestic brands, in order to reach a wider audience.

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