

Brauerei C & A Veltins GmbH & Co KG in Alcoholic Drinks (Germany)

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Abstracts

At the core of Brauerei C & A Veltins's strategic direction will remain its focus on investing in brands which convey the traditional brewing style and premium quality, such as its massively successful Grevensteiner Landbier, which was launched in 2014. Veltins therefore continues to combine tradition with innovation in order to create strong beer brands, which will also continue to grow in the on-trade channel.

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