

Bulmers Ltd in Alcoholic Drinks (Ireland)

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Date: June 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: B2D0E792A8EEN

Abstracts

Cider/Perry in Ireland is dominated by Bulmers Ltd with its Bulmers cider brand. However, the company faces stiff competition from other mainstream brands as well as increasing consumer interest in craft cider. The company is expected to continue responding to these threats through ongoing advertising and marketing campaigns, including the strong promotion of its fruit flavoured variants. However, the company can be expected to place more emphasis on its Bulmers Original Cider brand, the most...

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