

# Cesu Alus AS in Alcoholic Drinks (Latvia)

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## Abstracts

Cesu Alus took a different strategic direction from most other companies during 2014. It invested in the development of the Mieзитis brand, which is packaged in PET bottles and considered an economy brand; however, it is unique in that it uses local barley, which no other product sold in Latvia does. The company also introduced a new premium product line called Lenalus. In addition Cesu Alus places much emphasis on marketing activities and started to offer classes for premium beer tasting and...

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