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Choya Umeshu Co Ltd in Alcoholic Drinks (Japan)

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Abstracts

As a leading umeshu producer, Choya Umeshu Co Ltd spreads the tradition and culture of umeshu around the world as well as pursuing new possibilities for the drink. While the company aims to launch new products aggressively on a domestic level, where new players such as the major breweries are entering umeshu, and demand is diversifying, it is also committed to expanding to new markets internationally.

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