

Consolidated Breweries Plc in Alcoholic Drinks (Nigeria)

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Abstracts

Consolidated Breweries Plc will develop its marketing strategy and expansion around its two leading brands; 33 and Turbo King, as well as its non-alcoholic beer brands – Hi Malt and Maltex. Being the leader in the economy beer category, the company will emphasise its value for money advantage over the leading competitors, whilst ensuring packaging freshness for the brands each year.

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