

Dreher Sörgyarak Zrt in Alcoholic Drinks (Hungary)

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Abstracts

Dreher Sörgyarak plans to strengthen its leading position in beer manufacturing by producing and distributing good-quality lager in every price segment. It is striving to expand its consumer base by offering new, trendy products such as on-trade fresh tank beer, dry hopped beer, flavoured/mixed lager (radler) or non-alcoholic flavoured beer. The company will continue to conduct wide-reaching innovative marketing campaigns which help to popularise beer consumption and shape the beer culture in Hu...

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Contents

Strategic Direction

Key Facts

Summary 1 Dreher Sörgyarak Zrt: Key Facts

Summary 2 Dreher Sörgyarak Zrt: Operational Indicators

Competitive Positioning

Summary 3 Dreher Sörgyarak Zrt: Competitive Position 2016

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