

Dreher Sörgyarak Zrt in Alcoholic Drinks (Hungary)

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Date: June 2015

Pages: 2

Price: US\$ 572.00 (Single User License)

ID: DAD3C44F91BEN

Abstracts

Dreher Sörgyarak aims to consolidate its leading position in beer manufacturing in Hungary by producing and distributing trusted good-quality lager. It is striving to reach a wider range of consumers by offering new trendy products such as non-alcoholic flavoured beer and by offering beer in all price bands, from economy to premium. The company will continue to introduce innovative marketing campaigns that help to popularise frequent beer consumption and shape the beer culture in Hungary. Its...

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