

# Efes Pilsen AS in Alcoholic Drinks (Turkey)

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## Abstracts

Efes Pilsen is the leading player within Turkish beer. The company aims to increase its value share of beer over the forecast period through investing in increasing its distribution, particularly through the on-trade channel, in both large and small cities in the country. The company also aims to launch new and sophisticated products and invest in improvements to the content and packaging of its existing brands.

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