

European Food SA in Alcoholic Drinks (Romania)

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Abstracts

Given its successful performance in beer and packaged food, European Food plans to support its further growth by maintaining a low-price strategy for its standard lager brands. European Food is the main domestic producer of beer and has a substantial production capacity. The company has focused its financial resources on the consolidation of its position amongst beer producers and its huge production capacity represents an important support for exports to neighbouring EU countries. European...

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