

Feldschlösschen Getränke AG in Soft Drinks (Switzerland)

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Date: February 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: F8CA1E27348EN

Abstracts

Feldschlosschen Getränke will continue to focus on the production of beer in Switzerland; both the company's own flagship brands Feldschlosschen and Cardinal (as well as several smaller regional brands), and the Carlsberg brand. Mineral water will serve as a second string to its bow, with Feldschlosschen's own brands Rhazunser and Arkina. Furthermore, following its success in distributing the internationally well-known Schweppes brand in Switzerland, the company will aim to acquire the...

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Contents

Strategic Direction

Key Facts

Summary 1 Feldschlosschen Getränke AG: Key Facts

Competitive Positioning

Summary 2 Feldschlosschen Getränke AG: Competitive Position 2015

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