

First Drinks Brands Ltd in Alcoholic Drinks (United Kingdom)

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Abstracts

First Drinks Brands aims to maintain its position as the fastest growing drinks distributor in the UK. The company has a portfolio that encompasses more spirits than any other domestic competitor, including whisky brands such as Grant's, Glenfiddich and Monkey Shoulder and liqueur brands such as Disaronno and Tia Maria. In order to maintain its leading position as the fastest growing drinks distributor, the company is likely to continue to expand its brand portfolio by acquiring the rights to...

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