

Grans Bryggeri AS in Alcoholic Drinks (Norway)

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Abstracts

Grans Bryggeri AS is set to continue to focus on alcoholic drinks that offer both economy prices and a good taste to Norwegian consumers. Grans ranges are likely to attract cost-conscious Norwegian consumers in the increasingly polarised Norwegian beer market. Sales for the Grans range are likely to record strong growth through the company's exclusive distribution agreement with Rema 1000 Norge AS, Norway's leading discounter, as the chain invests in the continued expansion of its brands and...

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