

Grolsch, Koninklijke NV in Alcoholic Drinks (Netherlands)

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Abstracts

The direction of the company is presently still evolving as Koninklijke Grolsch was sold by its previous owner SABMiller Plc in the second half of 2016. The new owner Asahi Group Holdings Ltd will no doubt determine a new company direction that is in line with its own ambitions for the Grolsch brand. Imported brands Peroni Nastro Azzurro and Pilsner Urquell, which the company distributes at present, were also sold to Asahi Group Holdings Ltd. At the time of writing, it is still unclear if the di...

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