

# Groupe des Brasseries du Maroc SA in Alcoholic Drinks (Morocco)

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## Abstracts

Over the forecast period, Groupe des Brasseries du Maroc aims to strengthen its competitive position in wine and beer in Morocco by launching new products, while also working to improve the quality of its established brands. At the same time, it is expected that the company will invest in the further development of its distribution network, and seek to increase awareness of and demand for its brands via in-store promotions.

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