

Guinness Nigeria Plc in Alcoholic Drinks (Nigeria)

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Abstracts

Guinness Nigeria plans to have a strong participation in the growing value segment of beer through its Satzenbrau and Dubic brands. Furthermore, with its acquisition of the distribution rights in Nigeria to the international premium spirits brands of Diageo Plc such as Johnnie Walker, Ciroc, Baileys, and India's United Spirits' McDowell's, coupled with its investment in local capacity for spirits manufacturing, the company intends to boost overall sales through offering products at a lower price...

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