

H Weston & Sons Ltd in Alcoholic Drinks (United Kingdom)

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Abstracts

H Weston will grow organically both domestically and internationally through its super-premium range of cider. Although it has limited penetration, the company currently exports to more than 40 countries worldwide and recently acquired an Australian drinks distributor to consolidate its expanding international business. Rather than expanding into new markets, the company is looking to increase its penetration in half of these markets. Its ciders have proved increasingly popular in the UK, and...

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Contents

Strategic Direction

Key Facts

Summary 1 H Weston & Sons Ltd: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 H Weston & Sons Ltd: Competitive Position 2012

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