

# Hansa Borg Bryggerier AS in Alcoholic Drinks (Norway)

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## Abstracts

Hansa Borg took a hard hit in the beginning of 2017 as its products were in the excluded from most stores of the retailer chain Rema 1000, in conjunction with the retailer's new 'best friends' strategy, resulting in the announcement that Hansa Borg was to make 30 employees redundant. However, the company is committed to maintaining good relations with as many retailers as possible, and it is likely that its products will maintain a presence on the shelves of virtually all other grocery retailing...

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## Contents

Strategic Direction

Key Facts

Summary 1 Hansa Borg bryggerier AS: Key Facts

Summary 2 Hansa Borg Bryggerier AS: Operational Indicators

Competitive Positioning

Summary 3 Hansa Borg Bryggerie AS: Competitive Position 2016

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