

Heineken Hungária Sörgyárak Zrt in Alcoholic Drinks (Hungary)

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Abstracts

Heineken Hungária aims to strengthen its position as the leading producer of premium lager in Hungary and supply the local market with both high quality beer and cider products. To achieve this goal, the company will strive to maintain the quality of its existing brands while also introducing new ones, supported by strong marketing activities, including the sponsorship of large music festivals. It will also focus on offering innovative and attractive packaging.

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