

Heineken Romania SA in Alcoholic Drinks (Romania)

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Abstracts

Heineken Romania SA is expected to consolidate its leading position in beer by further investing in its production facilities and introducing new products. After a successful 2012 for its flavoured/mixed lager brand, Ciuc Radler will continue to receive significant attention from the company. Known for its award-winning advertising campaigns, Heineken is also an innovator when it comes to creating and maintaining brand awareness.

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