

Heineken USA Inc in Alcoholic Drinks (USA)

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Abstracts

Heineken is making efforts to improve its business in the key US market and support sluggish consumption through product innovation, including Indio in June 2012 and Amstel Wheat and Tecate Michelada in September 2012. The Dutch-based beer maker aims to rely less on Europe, where beer drinking is expected to remain sluggish as the economy continues to struggle.

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