

# Holsten-Brauerei AG in Alcoholic Drinks (Saudi Arabia)

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## Abstracts

Holsten-Brauerei aims to build its consumer base in the country by focusing its marketing campaigns on on-trade channels, as well as continuing to introduce new flavours and marketing them within off-trade channels through multipacks and in-store promotions. In addition, the company continuously works on packaging innovation for packaging labels, closures and bottles.

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