

Hooghoudt Distillery BV in Alcoholic Drinks (Netherlands)

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Abstracts

Hooghoudt Distillery BV is a major producer of domestic spirits such as Dutch gin. The company believes in the potential of Dutch gin and is one of the few traditional producers of Dutch gin that understands a modern approach to marketing and promotion is needed. The goal of the company is to bring Dutch gin to the attention of consumers, especially the younger generation. Hooghoudt Distillery BV has expanded its product range with new flavours to boost Dutch gin sales. The company also works ha...

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