

# InBev France SAS in Alcoholic Drinks (France)

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## Abstracts

AB InBev France SAS is strongly positioned in speciality, abbey-style dark beer in France and it is expected to maintain its stronghold in this category through innovation, continuing to launch new speciality beers for aperitifs and convivial moments and to leverage on recent novelties, notably Hoegaarden Rosée and Leffe Royale. Product innovations are expected to be inspired by traditional monks' brewing processes, mixes and recipes; new product launches will aim at replacing other traditional...

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## Contents

Strategic Direction

Key Facts

Summary 1 AB InBev France SAS: Key Facts

Summary 2 AB InBev France SAS: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 AB InBev France SAS: Competitive Position 2012

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