

# Inbev UK Ltd in Alcoholic Drinks (United Kingdom)

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## Abstracts

Inbev will continue to focus on premiumisation, adding value and increasing its channel coverage over the forecast period. The company will continue to invest heavily in marketing support and new product development, with limited edition value-added launches likely to become increasingly frequent. Inbev launched Budweiser Brew No 66, Stella Artois Black and Stella Artois Cidre in 2011/2012 and will continue to expand on its iconic brands. Price promotions will continue to be important in...

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