

# Kenya Wine Agencies Ltd (KWAL) in Alcoholic Drinks (Kenya)

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## Abstracts

Kenya Wine Agencies Ltd (KWAL) aims to produce high-quality wines and spirits and take a leading role in these categories, not only in Kenya but in the wider East Africa region. The company has invested significant amounts in expanding and improving its distribution networks at local and international level. This represents an attempt for the company to win back the volume share it lost in the early 2000s as a result of market liberalisation.

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