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Kinmen Kaoliang Liquor Inc in Alcoholic Drinks (Taiwan)

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Abstracts

Kinmen Kaoliang Liquor will maintain its strength through its long-established and popular traditional product. Despite this, it is heavily focused on older drinkers. There is a need for greater effort to reach younger consumers in Taiwan. Promotion, packaging and product all remain key areas the company can address to expand its appeal to consumers within this group.

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