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Kirin Brewery Co Ltd in Alcoholic Drinks (Japan)

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Abstracts

Kirin Brewery Ltd aims to increase its sales over the forecast period, primarily by reinforcing its core brands such as the mid-priced lager brand Kirin Ichiban Shibori and by strengthening its craft beer portfolio. In addition to beer, the company is also set to focus more on offering value-added RTDs and whiskies.

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