

Kompania Piwowarska SA in Alcoholic Drinks (Poland)

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Abstracts

Kompania Piwowarska SA plans to continue to strengthen its position in Polish alcoholic drinks as well as offering innovations. Moreover, the company also intends to continue premiumisation, educate consumers and promote beer culture. The company targets both young and older consumers, who are traditionally interested in the classic taste of lager. Looking for novelties, the younger population is successfully targeted by flavoured/mixed lager and specialty beers.

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