

# Kopparbergs Bryggeri AB in Alcoholic Drinks (Sweden)

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## Abstracts

Kopparbergs Bryggeri's focus will be on leveraging the strong brands on the Swedish market while expanding the geographic scope abroad. The core is Sofiero and Kopparbergs cider that have a strong domestic position. However, on the international market Kopparbergs cider is the company's major brand. The expansion will continue together with SABMiller. The first new market is set to be Australia. Besides this, continuous investment is expected on-trade, where the company sees great growth.

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## Contents

Strategic Direction

Key Facts

Summary 1 Kopparbergs Bryggeri AB: Key Facts

Summary 2 Kopparbergs Bryggeri AB: Operational Indicators

Company Background

Production

Summary 3 Kopparbergs Bryggeri AB: Production Statistics 2013

Competitive Positioning

Summary 4 Kopparbergs Bryggeri AB: Competitive Position 2013

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