

Laitilan Wirvoitusjuomatehdas Oy in Alcoholic Drinks (Finland)

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Date: May 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: LC661478655EN

Abstracts

In addition to expanding its product awareness abroad, Laitilan Wirvoitusjuomatehdas is also aiming to strengthen its position in the domestic market. The company is planning to continue promoting itself as a craft producer paying attention to the unique outlook, packaging and names of its products. Gluten-free beer remains an important strategy in attracting health conscious consumers. The company is expected to continue launching added-value products rather than competing through price. The co...

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