

Les Brasseurs du Nord Inc in Alcoholic Drinks (Canada)

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Abstracts

Les Brasseurs is focusing on product development, the launch of new flavours and marketing support for its Boréale flagship brand, including the launch of Boréale 25 to celebrate the 25th anniversary of the brewery in 2013. The company seeks to support its brand and raise consumer awareness through participation in world beer festivals and events. In 2013, the company announced a partnership with Fonds de solidarité FTQ (a development capital fund), with the latter becoming the majority...

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