

Lidskoe Pivo OAO in Alcoholic Drinks (Belarus)

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Abstracts

In the forecast period, Lidskoe Pivo is expected to maintain its strong position within beer and within cider/perry, a new category for the company, in which it entered in December 2010. Lidskoe Pivo also plans to remain one of the largest manufacturers within carbonates in Belarus, where it leads sales of kvas. These goals will be achieved with the help of investment from the company's owner, the Finnish company Olvi Oyj, which plans to continue investing in modernising Lidskoe Pivo's...

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