

# Lion Pty Ltd in Alcoholic Drinks (New Zealand)

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## Abstracts

Lion Pty's strategic focus is to enhance its position within craft beer as this is the direction in which consumer preferences are moving. The company recently acquired Panhead Custom Ales, which was positioned as a standalone business unit within the company, adding to the company's existing presence in craft beer through its Emersons brand. The company is also expected to continue to focus on developing the medium-strength beer segment, with its strong focus on innovation expected to see it de...

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