

Lotte Chilsung Beverage Co Ltd in Alcoholic Drinks (South Korea)

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Abstracts

Lotte Chilsung Beverage started its beer business in 2014, developing the Kloud brand, which applied original gravity technology, competing against traditional European brands. The company increased its production capacity, finalising its second factory by the end of 2016, which is designed to produce Kloud from June 2017. The company is projected to develop new beers to compete against premium imported beer, and aims to reach a 15% total volume share in beer.

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Contents

Strategic Direction

Key Facts

Summary 1 Lotte Chilsung Beverage Co Ltd: Key Facts

Summary 2 Lotte Chilsung Beverage Co Ltd: Operational Indicators

Competitive Positioning

Summary 3 Lotte Chilsung Beverage Co Ltd: Competitive Position 2016

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