

M Ackerman Ltd in Alcoholic Drinks (Israel)

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Abstracts

M Ackerman is the leader of the spirits category, due to its strong presence within white spirits. The company markets a number of well-known brands, including Jack Daniels, Finlandia and Grey Goose. Ackerman is expected to continue relying on its popular brands to retain its volume shares, whilst searching for new brands to add to its portfolio.

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Contents

Strategic Direction

Key Facts

Summary 1 M Ackerman Ltd: Key Facts

Competitive Positioning

Summary 2 M Ackerman Ltd: Competitive Position 2016

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