

# Mahou SA in Alcoholic Drinks (Spain)

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## Abstracts

Mahou SA aims to consolidate its leadership in beer in Spain through the diversification of its product portfolio, the promotion of beer culture through innovative initiatives, its strong focus on craft beer and the promotion of its products in the foodservice channel. The company is also expected to foster its international business, in focusing on emerging export territories such as India, where it operates under the subsidiary Mahou India and where it recently established its first metal beve...

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