

Mast-Jägermeister SE in Alcoholic Drinks (Germany)

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Abstracts

Mast-Jägermeister SE will continue to invest heavily in marketing to support the growing popularity of its flagship brand of Jägermeister within Germany. The brand already enjoys a high level of consumer awareness given its longstanding history on the German market, and promotional activities will be aimed at attracting a younger consumer group. To achieve this Mast-Jägermeister will continue to primarily run promotions at point of sale and directly in on-trade outlets. The company has also...

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