

Mercian Corp in Alcoholic Drinks (Japan)

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Date: August 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: M188438F47CEN

Abstracts

Mercian Corp, as Kirin Holding's subsidiary focused mainly on wine, targets to strengthen its marketing activities and tie-ups with Kirin Brewery. Mainly focusing on table wines, the company aims to reinforce its brands through additions to the product range and product refreshment. In addition to the cooperation with Kirin Brewery, the company collaborates with Lion Nathan National Foods Pty Ltd in Australia, with which the company jointly develops new products.

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