

Miller Brands UK Ltd in Alcoholic Drinks (United Kingdom)

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Abstracts

Miller Brands is a subsidiary of SABMiller and shares with its owner a strategy of developing a strong and relevant brand portfolio. As such, Miller Brands is expected to further expand its range of imported premium lager over the forecast period. The company has expanded its range of world beers with the introduction of St Stefanus, which originates from Belgium, while acquiring the Peruvian lager brand Cusqueña as it looks to drive home its position as one of the leading importer of beers,...

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