

MillerCoors LLC in Alcoholic Drinks (USA)

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Abstracts

MillerCoors LLC's future strategy involves a pipeline of innovation to drive its largest brands, such as Coors Light and Miller Lite, focusing on convenience (through distribution and packaging) and using dark beer credentials. The company also has plans to launch above-premium products nationally in early 2013. According to its CEO, strong cost management, a net revenue strategy and focus on positive brand mix to drive value are key to the company's future growth. The company is also expected...

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