

Moskva-Efes Pivovarnya ZAO in Alcoholic Drinks (Russia)

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Abstracts

Anadolu Group, the parent company of Moskva-Efes Pivovarnya, considers Russia as its main international market. Despite decreasing beer consumption, the company aims to maintain strong positions across Russia and strengthen its presence with SABMiller brands acquired in 2012. The company plans to support its current position and increase share with the expansion of its portfolio. Development planned within premium brands in line with the premiumisation trend in Russia. Moskva-Efes Pivovarnya...

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