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Multi Bintang Indonesia Tbk PT in Alcoholic Drinks (Indonesia)

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Date: June 2017
Pages: 2
Price: US$ 150.00 (Single User License)
ID: M7B55A3BCF3EN

Abstracts

With Permendag No 06/M-DAG/PER/1/2015 in place, Multi Bintang Indonesia Tbk PT is expected to increase the contribution of its non-alcoholic drinks brands, focus on distribution in on-trade channels and diversify its product portfolio to reduce reliance on beer, as the company is planning to launch Strongbow cider over the forecast period.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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