

Mythos Brewery SA in Alcoholic Drinks (Greece)

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Abstracts

Mythos Brewery is expected to focus on Kaiser which is the company's most dynamic brand in terms of growth potential while it will also focus on highlighting the domestic credentials of its flagship brand Mythos in order to boost the brand's market share on the basis of its domestic origin. The company will continue to launch new products in order to appeal to consumers with different tastes, while its long-term aspiration is to become the leader in beer in Greece.

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