

Ochakovo MPBK ZAO in Alcoholic Drinks (Russia)

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Abstracts

Ochakovo aims to maintain its position and remain an independent beer player. Development will be achieved through strengthening of both regional and country-level premium brands. Whilst demand for beer is declining, Ochakovo strives to raise a strong domestic market of non-alcoholic drinks and RTDs that are absolutely natural – uncoloured and without any other unnatural supplements. Ochakovo implements this strategic goal based on almost full vertical integration of its manufacturing and...

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