

# Pabst Brewing Co in Alcoholic Drinks (USA)

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## Abstracts

After the 2010 takeover by the Metropoulos family, the new management team has stuck with certain traditions from the old company. For example, the ongoing partnership between Old Style and Old Style Light and the Chicago Cubs is set to continue over the forecast period and has already been officialised until 2013. The renewed agreement includes updated signage throughout Wrigley Field, more engaging fan events and additional promotional opportunities. The company aims to promote its local...

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