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Pernod Ricard Deutschland GmbH in Alcoholic Drinks (Germany)

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Abstracts

The leading spirits player in Germany, Pernod Ricard will continue to focus on premiumisation, innovation and extension of its broad product portfolio in order to generate added value. Given German consumers' comparative affluence, Germany is one of the most important markets for Pernod Ricard, and the company will continue to invest in the market and meet consumers' demand for premium and international spirits.

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Contents

Strategic Direction
Key Facts
  Summary 1 Pernod Ricard Deutschland GmbH: Key Facts
  Summary 2 Pernod Ricard Deutschland GmbH: Operational Indicators
Competitive Positioning
  Summary 3 Pernod Ricard Deutschland GmbH: Competitive Position 2016

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