

Prik & Tik CVBA in Alcoholic Drinks (Belgium)

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Abstracts

Prik & Tik's priority is to continue to expand, particularly in terms of its number of chained outlets, as it did throughout 2013. So far, the majority of Prik & Tik's outlets are large stores in rural areas in the Flanders region. However, the company's future strategy is likely to involve increasing the number of small format outlets that it operates and working with independent local brewers.

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