

# Regency Thai Co Ltd in Alcoholic Drinks (Thailand)

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## Abstracts

Regency Thai is placing greater emphasis on its Regency branded bottled water products, given that the advertising of alcoholic drinks in Thailand is hindered by time constraints. However, this move by the company is considered as an approach to match its competitors, such as Thai Beverage, which began its line of bottled water many years ago to foster the growth of its line of alcoholic beverages. The presence of its bottled water product was still limited to upcountry areas during the review...

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