

Ringnes AS in Alcoholic Drinks (Norway)

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Abstracts

During the forecast period, Ringnes is expected to maintain its leading position in terms of innovation in beer, particularly dark beer, lite/light beer and non-alcoholic beer. In cider/perry, the company is expected to more and wine focus on developing the Somersby brand, which registered a stagnant performance over the review period. Frydenlund was one of the brands underpinning volume growth for the company during the review period, and it is expected to remain a staple of the company's brand...

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