

Rodinny pivovar Bernard as in Alcoholic Drinks (Czech Republic)

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Abstracts

Rodinny pivovar Bernard is set to follow its long-term strategy of focusing on premium brands and specialty beer. The company produces high-quality traditional unpasteurised beer, a product which suits the tastes of locals as well as foreigners. The company has the potential to gain a stronger foothold in total beer over the forecast period due to its plans to generate wider penetration in consumer foodservice outlets and to focus on expanding its exports.

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