

# Romaqua Group SA in Alcoholic Drinks (Romania)

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## Abstracts

Romaqua Group SA continues to improve its position within beer due to the overall positive evolution of the company. Romaqua Group's beer brand, Albacher, does not enjoy the same level of awareness as Romaqua's flagship product Borsec and will continue to enhance distribution in order to reach more remote areas of Romania, following a 40% increase in production capacity in 2012. Albacher's image still requires significant investment to gain a more positive consumer reaction which is why, over th...

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## Contents

Strategic Direction

Key Facts

Summary 1 Romaqua Group SA: Key Facts

Summary 2 Romaqua Group SA: Operational Indicators

Competitive Positioning

Summary 3 Romaqua Group SA: Competitive Position 2015

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