

# Roust Hungary Kft in Alcoholic Drinks (Hungary)

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## Abstracts

Roust Hungary plans to expand its share in spirits by focusing on the promotion of its most popular strategic brands, both off-trade and on-trade. The company is expanding its imported product portfolio in the most dynamic areas of spirits. It strives to improve profitability despite rising taxes by shifting its focus to standard and premium brands which have lower taxes, especially bitters and herb flavoured vodka. The company will continue the successful actions of mass media advertising and f...

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