

# Royal Unibrew A/S in Alcoholic Drinks (Denmark)

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## **Abstracts**

Royal Unibrew will seek to grow its position through innovation and new product launches. This is exemplified by review period launches such as the organic beer Royal Økologisk and the flavoured/mixed lager Royal Shandy. The company will also seek growth through a more defined and targeted approach to the growing niche of craft beer.

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