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Saku Õlletehase AS in Alcoholic Drinks (Estonia)

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Abstracts

The company's major aim is to gain share and maximise profits. This means adapting to new trends such as craft beer and finding new export markets. Saku is also working hard to develop strong brand awareness and has employed intelligent marketing for this purpose.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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