

Sapporo Breweries Ltd in Alcoholic Drinks (Japan)

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Abstracts

Sapporo Breweries Ltd celebrated its 140th anniversary in 2016 and, during the year, the company continued to pursue the further strengthening of its brewing business. Nevertheless, parent company Sapporo Group failed to meet its primary aim of generating net sales of JPY600 billion and net profit of JPY40 billion over the course of 2016. In the medium term, Sapporo Breweries aims to improve its business by expanding its product portfolio in wine, spirits and RTDs. Sapporo is also set to acceler...

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