

Saturnus AB in Alcoholic Drinks (Sweden)

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Abstracts

Saturnus has decided to remain as a niche player and develop spirits for different niche categories, mostly aquavit for the domestic market but also for markets outside Sweden, especially German border shops with many Swedish customers. The decision to become a player in different niche categories has resulted in focus primarily on aquavit, and recently also glogg and tequila, for the domestic market and North European markets. The company's core businesses are essences for spirits, coffee,...

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