

SCC - Sociedade Central de Cervejas e Bebidas SA in Alcoholic Drinks (Portugal)

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Abstracts

As part of a decades' long battle with Unicer for market leadership in Portugal, SCC has focused on product innovation, launching or relaunching products and brands in different categories such as premium lager and cider/perry, with this expected to continue. The company's reputation has been built on significant investment in marketing and communication, namely through the sponsorship of sports teams, particularly in football.

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