

Sirang Koohrang Co in Alcoholic Drinks (Iran)

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Abstracts

Sirang Koohrang is seeking to strengthen the position of its Bit Malt brand by expanding its product range and improving its distribution network. The company is trying to grow its share at the expense of category leader Behnoush. One way of achieving this is through packaging diversification, with the company introducing metal beverage cans in the Iranian market.

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