

# Stieglbrauerei zu Salzburg GmbH in Alcoholic Drinks (Austria)

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## Abstracts

Stieglbrauerei follows a strategy of differentiation. Its unique selling point is its strong brand image built on the pillars of quality, tradition and innovation, which particularly appeal to the patriotic character of the Austrian people. While with regular new and innovative product launches the company mainly aims to boost consumption among its existing customer base, it also aims to reach out to new consumers.

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