

Stock Plzen - Božkov sro in Alcoholic Drinks (Czech Republic)

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Abstracts

At the end of 2016, Stock Plzen - Božkov (Stock Spirits Group) acquired three spirits brands from Bohemia Sekt: Prazska Vodka and Nordic Ice in vodka and Dynybyl in gin. These additions are set to bolster Stock's product portfolio and the company is likely to further strengthen its leading position in spirits in the Czech Republic. Stock Plzen - Božkov aims to invest more in marketing campaigns and new product development for its established brands as well as making improvements to its productio...

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