

Suntory Liquors Ltd in Alcoholic Drinks (Japan)

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Date: October 2015

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: S0107E2C941EN

Abstracts

Suntory Liquors Ltd was placed under Beam Suntory Inc in October 2014, following the merger with Beam Inc in May 2014. At the same time, it became focused specifically on spirits in Japan, with its beer business being split off. Suntory Beer Ltd ranked third in overall alcoholic drinks in 2014. As a leader in sprits and RTDs, it continues to introduce new products to stimulate consumer demand for alcoholic drinks.

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