

Suntory Spirits Ltd in Alcoholic Drinks (Japan)

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Abstracts

On 1 January 2015, Suntory Liquors Ltd changed its name to Suntory Spirits Ltd, spinning off its beer business following the acquisition of Beam Inc in May 2014. The company is now listed as Beam Suntory Inc, which is a subsidiary of Suntory Holdings Ltd. As the leader in spirits and RTDs in Japan, the company continues to aggressively expand its spirits business by strengthening its portfolios in RTD and whiskies. In addition, the company plans to offer added value via the launch of highball pr...

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