

# Tsingtao Brewery Co Ltd in Alcoholic Drinks (China)

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## Abstracts

Tsingtao Brewery's short term goal is to sell 10 million kilolitres of beer in 2014. To realise this goal, Tsingtao Brewery will use its brand advantage, and adjust its product mix to expand its share in the middle and high-end of the market. Meanwhile, the company will continue to expand capacity through building new breweries and through mergers and acquisitions. Furthermore, it will be keen to reinforce branding and marketing and penetrate its existing sales network in the forecast period.

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