

Tsingtao Brewery Corp Taiwan in Alcoholic Drinks (Taiwan)

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Date: November 2015

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: T03967244E4EN

Abstracts

Tsingtao Brewery Corp Taiwan aims to strengthen its brand as a local beer through importing foreign brewery technology and equipment. Because the Taiwanese government protects Taiwan Tobacco & Liquor Corp's historical brand name, Tsingtao Brewery Corp is prohibited from changing its brand name and has to mark 'Taiwan' on the packaging. The company is expected to constantly innovate with new flavoured beer, promote, and expand its product distribution.

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Contents

Strategic Direction

Key Facts

Summary 1 Tsingtao Brewery Corp Taiwan: Key Facts

Competitive Positioning

Summary 2 Tsingtao Brewery Corp Taiwan: Competitive Position 2014

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