

Unión de Cervecerías Peruanas Backus & Johnston SAA in Alcoholic Drinks (Peru)

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Abstracts

Backus & Johnston is the most important company in the alcoholic drinks market. It accounted for 96% of total volume sales of beer in 2016, offering a wide portfolio of products. The direction of the company will be led by AB InBev, the new owner of SABMiller worldwide, and operations will be directed from the Colombian office. The launch of global brands in the Peruvian market is expected in the future, as part of Backus & Johnston's strategy of expanding the customer base for beer in the count...

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