

Vitamalz GmbH & Co KG in Alcoholic Drinks (Germany)

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Abstracts

Vitamalz GmbH & Co KG will continue to primarily focus on running large-scale marketing activities and advertising for its non/low alcohol beer brand Vitamalz. The company is particularly expected to emphasise the naturally healthy properties of Vitamalz, which contains a number of minerals and is suitable for rehydration after sports activities. In light of the ongoing health and wellness trend, which is driving consumers to reconsider their alcohol consumption levels, Vitamalz faces a...

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