

Zwack Unicum Nyrt in Alcoholic Drinks (Hungary)

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Abstracts

Zwack Unicum is striving to further improve its leading position in spirits by focusing on standard and premium offerings. It plans to continue to focus on innovation and the wide-scale promotion of its key traditional brands, which have a strong presence in most domestic spirits. The company is also focusing on expanding its exports. In addition, it is placing a greater emphasis on sustainability and corporate social responsibility and continues to sponsor cultural events via its flagship Unicu...

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