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RTDs/high-strength premixes is a â€œfad-drivenâ€• market, with growth driven by manufacturers supporting specific brands. Consumer preference for specific brands may be due to price, taste, packaging, advertising and/or image. Manufacturer support and innovation is important in terms of driving growth in the category. For example, Brandhouseâ€™s Smirnoff brand is suffering as the company places less emphasis on driving sales. The companyâ€™s J&B & Soda registered growth from a small base due to being...

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