

Absheron-Sharab ATSC in Alcoholic Drinks (Azerbaijan)

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Abstracts

Absheron-Sharab ATSC aims to maintain its leading position in wine and brandy. The company plans to focus on further strengthening its presence in the off-trade channel, through promotions and in-store advertising. Adopting the latest technology has enabled it to produce higher-quality products and increase its share.

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