

Alvarez & Sanchez C Por A in Alcoholic Drinks (Dominican Republic)

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Abstracts

Alvarez & Sanchez C Por A has a leading alcoholic drinks specialist store in Santo Domingo called Cava Alta (4,500 sq m of selling space). The company's objective is to consolidate this first outlet and open more throughout the country. Its approach is to go beyond selling alcoholic drinks, developing communities of interest around the different alcoholic drinks using different vehicles for such a purpose. The company works extensively staging experiences to allow consumers to get closer to its...

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