

# Aroma SA in Alcoholic Drinks (Russia)

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## Abstracts

Established in 1998, Aroma is scheduled to remain the leading wine specialist retailer, by launching new products, generating and implementing new promotions and participating in social events. The strongest growth shall be supported by establishing new selling spots across the country. The strategy is going to be implemented via franchise development. 2012 witnessed 13 new stores opening with the potential of similar results in 2013. Aromatnyj Mir is a part of Aroma, which supplies the stores...

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