

Baarsma Wine Group Holding in Alcoholic Drinks (Netherlands)

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Abstracts

Baarsma Wine Group Holding has the objective of further increasing its share of mid-priced and premium wine brands. The company believes that, over the forecast period, branded wine will take further share from the various private label ranges of major retailers. Consumers value wine brands because it makes it easier for them to choose a wine from all the different wine options. Baarsma is strong in category management and brand development and this will help it to expand its business over the f...

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