

## Bagrationi 1882 JSC in Alcoholic Drinks (Georgia)

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### Abstracts

Being the leading manufacturer of sparkling wine in Georgia, Bagrationi 1882 JSC's strategic direction is to increase the culture of consumption of sparkling wine in Georgia and, thereby, grow sales and expand its market share. Sparkling wine in Georgia is consumed, basically, as an alcoholic drink at any holiday or significant event. Bagrationi 1882 JSC aims to promote increased consumption of sparkling wine in everyday life rather than just for special events.

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