

# Cantina La Vis e Valle di Cembra Scarl in Alcoholic Drinks (Italy)

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## Abstracts

Gruppo La Vis will continue to focus on wine, investing to expand its production through the expansion of the vineyards. Due to its recent financial difficulties, the company will have to organise its business carefully in order to strengthen its financial position and improve profitability. Its strategy seems to focus on the strengthening of high-quality brands like Ritratti e Simboli, Cesarini Sforza, Villa Cafaggio, Poggio Morino and Valle di Cembra, as confirmed at the last edition of...

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