

# Casella Wines Pty Ltd in Alcoholic Drinks (Australia)

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## Abstracts

Casella Wines Pty Ltd is one of the largest family-owned wine companies in Australia, and one of the leading exporters of wine in Australia. The company aims to act rapidly in response to consumer trends, and further accelerate its development in Australian alcoholic drinks and establish a strong position in the future. In 2012, Casella Wines expanded into beer with the release of the lager brand Arvo 51. Casella aims to compete with and stand out amongst other mainstream beers.

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