

CAVIT - Cantina Viticoltori, Consorzio Cantine Sociali del Trentino scarl in Alcoholic Drinks (Italy)

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Abstracts

CAVIT will continue to focus primarily on sales of premium wine. In particular, the company will concentrate on other sparkling wine, and mainly on Spumante, benefiting from the growing trend towards sparkling wines. Overall, CAVIT will focus its attention on its main brands with even more targeted marketing campaigns, in order to strengthen its position. The company might also expand via the acquisition of smaller players during the forecast period. The company is thus expected to expand its...

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