

# César Pisano e Hijos SA (Vinos Pisano) in Alcoholic Drinks (Uruguay)

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Date: June 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: C109EEBADEFEN

## Abstracts

César Pisano e Hijos (Vinos Pisano) is highly-recognised as a producer of high-quality wines. For example, its Reserva Personal de la Familia is perceived as the brand with highest consumer appreciation among all Uruguayan wines. The family objectives remain unchanged: to produce high-quality wines while sacrificing volume production to cater to both the domestic and export markets.

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## Contents

Strategic Direction

Key Facts

Summary 1 César Pisano e Hijos SA: Key Facts

Competitive Positioning

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