## Codorníu SA in Alcoholic Drinks (Belgium)

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## Abstracts

Codorníu SA was one of the most successful companies in wine in Belgium in 2014, thanks to a combination of good quality and affordable prices. Amid the premiumisation trend in Belgium, the company realized the need to upgrade its offering - and launched several premium products, such as Cuvée Brut and Cuvée Rosé. In the next five years, the company will look to broaden its off-trade distribution and strengthen its presence in on-trade establishments.

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