

Corby Spirit & Wine Ltd in Alcoholic Drinks (Canada)

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Abstracts

As a strategy for growth going forward, the company continues to focus strongly on the premium segment of alcoholic drinks in categories such as whiskies and vodka. In part, the strategy to focus on the premium segment development is also supported through acquisitions. Moreover, the company is exploring opportunities to target different demographic groups, such as Criollo chocolate liquor specifically aimed at women. Additionally, the company is working to increase its foodservice reach and is...

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