

# CRS Brands Indústria & Comércio Ltda in Alcoholic Drinks (Brazil)

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## Abstracts

Being a company that mostly aims to reach middle-income consumers, with attractive unit prices, in the last couple of years CRS Brands has been investing in diversifying its product portfolio and in new product launches with a more premium positioning. The most important example is KadoV Vodka, whose premium and innovative bottle packaging has won several prizes.

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