

# Diwisa Distillerie Willisau SA in Luxury Goods (Switzerland)

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## Abstracts

Diwisa is the largest and most well-known distillery in Switzerland and is best known for the production of the highest quality traditional Swiss alcoholic drinks such as schnapps and kirsch. Currently, Diwisa's primary objective is to capitalise on the huge success of its premium vodka brand Xellent, which has rapidly become the most popular vodka among the young generation in Switzerland. With 'Swissness' becoming an increasingly important trend over the review period, Diwisa aims to attract...

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