

Domaines Listel SA in Alcoholic Drinks (France)

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Abstracts

Domaines Listel aims at strengthening its position in rosé wine, both in France and abroad. The company set itself the objective of increasing its export sales share from more than 15% in 2012 to 20% by 2015. In order to reach this objective, the group has deeply modified the viniculture process to favour the ageing of rosé wines, thereby facilitating exports.

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