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FeCoVitA Coop Ltda in Alcoholic Drinks (Argentina)

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Date: June 2017
Pages: 2
Price: US$ 150.00 (Single User License)
ID: F9469F10BE6EN

Abstracts

FeCoVitA is increasingly focusing on positioning its products in higher price segments. It is therefore developing its Estancia Mendoza line, which is positioned as a mid-priced product, whilst in October 2016 it opened the first Bag in Box (BIB) wine production plant in the group.

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