

FeCoVitA Coop Ltda in Alcoholic Drinks (Argentina)

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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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Contents

Strategic Direction

Key Facts

Summary 1 FeCoVitA Coop Ltda: Key Facts

Summary 2 FeCoVitA Coop Ltda: Operational Indicators

Competitive Positioning

Summary 3 FeCoVitA Coop Ltda: Competitive Position 2016

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