

Flli Gancia & C SpA in Alcoholic Drinks (Italy)

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Abstracts

Flli Gancia is expected to focus on expanding its sparkling wine sales during the forecast period. The company is likely to concentrate on this area so as to take advantage of the recent trend which is seeing increasing demand in Italy for champagne and other sparkling wines. The company is thus likely to invest heavily in expanding its Spumante vineyards and production facilities, as well as increasing imports of champagne from France. In addition, the company will strive to strengthen the...

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