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Freixenet SA in Alcoholic Drinks (Spain)

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Abstracts

The positive performance of the company within other sparkling wine in 2012 added to Freixenet SA's focus on the international market towards the end of the review period, which in turn helped Freixenet to increase its revenue. The company continues to lead the other sparkling wine category and is one of the few survivors of the general downturn within wine that came about as a consequence of the adverse economic situation.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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Contents

Strategic Direction
Key Facts
Summary 1 Freixenet SA: Key Facts
Summary 2 Freixenet SA: Operational Indicators
Company Background
Production
Summary 3 Freixenet SA: Production Statistics 2012
Competitive Positioning
Summary 4 Freixenet SA: Competitive Position 2012

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