

# Katlenburger Kellerei Dr Demuth GmbH & Co KG in Alcoholic Drinks (Germany)

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## Abstracts

Fruit wine producer Katlenburger Kellerei's strategic advantage over its competitors is economies of scale; the company is the largest manufacturer of fruit wine in Europe, and can fill 300,000 bottles per day. The company will thus continue to invest in its production facilities to be able to produce at lower costs than its competitors.

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