

Kavaklidere Saraplari AS in Alcoholic Drinks (Turkey)

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Abstracts

Kavaklidere Saraplari preserved its leading position within wine in Turkey in 2016, despite receiving heavy competition from other players. The company faces challenges from local rivals such as Doluca Bagcilik ve Sarapcilik and Mey Içki San ve Tic. Nevertheless, Kavaklidere Saraplari's established position and its strong brand name helped it to maintain its position in the category. The company's many years of expertise in the production of wine and its use of the latest technology at its produ...

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