

Kin Moskovsky Vinno-Konyachny Zavod OAO in Alcoholic Drinks (Russia)

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Abstracts

The company plans to strengthen its current positions in Russian brandy within local brands. Kin plans to improve its distribution scheme and pay attention to quality and promotion of its brands. The renewal of the packaging of popular brands is scheduled for the forecast period. The optimisation of its brand portfolio is one of the main goals for the company. Kin will focus on vintage brands in order to follow the trend of premiumisation. Kin plans to revise management and quality systems to...

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