

Maritime & Mercantile International LLC (MMI) in Alcoholic Drinks (United Arab Emirates)

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Abstracts

Maritime & Mercantile aims to continue to grow organically through the diversification of its product portfolio and by focusing on growing consumer trends such as organic wine and flavour diversification in spirits in order to remain competitive. The retailer is also planning to open new retail outlets over the forecast period in order to increase its already dominant value share in the channel.

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