

Mey İçki Sanayi ve Ticaret AS in Alcoholic Drinks (Turkey)

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Abstracts

Mey İçki Sanayi ve Ticaret aims to maintain its leading position within spirits and to become an important player globally by offering its high quality products. Moreover, the company aims to secure a better sales share within wine in Turkey. Mey İçki Sanayi ve Ticaret is focusing on strengthening its distribution channels as well as on launching its raki brands globally.

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