

# MH Champagnes & Wines Ltd in Luxury Goods (South Korea)

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## Abstracts

As the most powerful player in fine wines and champagnes in South Korea, MH Champagnes and Wines Korea is planning to introduce more diverse products to South Korean consumers. Along with its well-known brands, such as Moët Chandon or Dom Perignon champagne, the company is planning to introduce more fine wines to South Korea as the main wine products have recently been moving from low budget to luxury ones.

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