

Mövenpick Wein AG in Alcoholic Drinks (Switzerland)

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Abstracts

Over the forecast period Mövenpick Wein is expected to further focus on strengthening its loyal customer base, but also winning new customers in retailing, gastronomy and as individual clients. Thus, the company attaches great importance to the quality of its service by offering its customers a wine culture experience, with various culinary events combining food with matching wines. Furthermore, Mövenpick Wein offers seminars and wine tastings for everyone, but particularly for women, to. . .

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