

Omskvinprom OOO in Alcoholic Drinks (Russia)

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Abstracts

Alkogolnaya Sibirskaya Gruppa, the managing company of Omskvinprom, plans to maintain its share in spirits in Russia over the coming years. The company intends to intensify its product diversification strategy by introducing new imported brandy brands and producing its own brand of sparkling wine abroad. The company plans to achieve the balance of its vodka and non-vodka portfolio allowing a share of at least 15% for non-vodka products.

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