

Pernod Ricard Argentina SA in Luxury Goods (Argentina)

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Date: December 2014 Pages: 2 Price: US\$ 150.00 (Single User License) ID: PFA3DD51DD1EN

Abstracts

Pernod Ricard Argentina SA plans to continue increasing its presence in whiskies and vodka by promoting new drinking experiences through face-to-face interaction with selected clients. The company is set to continue pursuing its premiumisation strategy, which involves the launch of limited editions and line extensions.

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