

Provins Valais in Alcoholic Drinks (Switzerland)

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Date: December 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: PF4B08A23B2EN

Abstracts

Provins Valais is set to continue focus strongly on offering high-quality products in order to support its profit margins in light of forecasted stagnation in volume sales of domestic wine during the forecast period. Accordingly, the company is set to continue participating in national and international wine competitions in a bid to strengthen its brand image. In addition, the company's marketing efforts are set to continue to target more affluent consumer groups as many of Switzerland's...

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