

puro tabaco sa in Luxury Goods (Argentina)

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Abstracts

Puro Tabaco SA is set to continue investing in its cigar academy with the aim of educating consumers in the art of tobacco smoking and increasing awareness of the link between the enjoyment of cigars and the enjoyment of wine. The company is set to make attempts to alter the negative perceptions about the use of tobacco on the health of consumers by differentiating cigars as much as possible from cigarettes as well as making attempts to make its products more appealing to women.

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