

# Ron Santa Teresa CA in Alcoholic Drinks (Venezuela)

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## Abstracts

Ron Santa Teresa will continue to focus on retaining consumers in standard rum and maintaining its production levels, as well as looking to capture upper-income consumers migrating from whiskies to premium and super-premium rum. In this regard, the company will continue to focus on direct new product development towards the high end of the market, with it taking advantage by capturing sophisticated consumers who are adopting premium rum as a substitute for whisky.

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