

Rotkäppchen-Mumm Sektkellereien GmbH in Alcoholic Drinks (Germany)

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Abstracts

Rotkäppchen-Mumm Sektkellereien will continue to focus on strengthening and expanding its brand portfolio in spirits, wine-based RTDs and still light grape wine. This will be necessary for the company to compensate for the declining consumption of sparkling wine in Germany, which greatly affects its core business, because the company is the leading player in sparkling wine in Germany.

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