

Rusky Alcohol ZAO in Alcoholic Drinks (Russia)

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Abstracts

The company aims to strengthen its position within Russian spirits by launching new products and supporting already well established brands with marketing decisions and quality certificates. The company constantly monitors the market and launches new products accordingly. In 2011 its new launch of vodka Talka, Sotka, Silver Blend allowed the company to enter the lower price segment. Rusky Alcohol plans to maintain its position by supporting mainstream and sub-premium brands in addition to...

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