

Tatspirtprom OAO in Alcoholic Drinks (Russia)

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Date: July 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: TB2801E5188EN

Abstracts

Tatspirtprom is an aggressively growing company. The company aims to increase its volume sales through reaching a higher number of regions in Russia, as well as entering new foreign markets. Although Tatspirtprom continued to develop, heavily based on the promotion of its spirits brands in the economy segment, it plans to strengthen its position in mid- to upper-price segments. The company has also announced its interest in entering beer and soft drinks.

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