

Tokaj Kereskedoház Zrt in Alcoholic Drinks (Hungary)

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Date: June 2015

Pages: 2

Price: US\$ 572.00 (Single User License)

ID: T76A293835FEN

Abstracts

In 2013, a new management team took over the leadership of Tokaj Kereskedoház, which has a long tradition and an important strategic role in Hungary. As part of the new strategy, there are large investments to be made in modernising the infrastructure of its winery, to improve the quality of its wines and to promote the Tokaji brand both domestically and internationally. The company aims to consolidate the premium to super-premium positions of its wines by placing an emphasis on purchasing the...

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