

Törley Pezsgopincészeti Kft in Alcoholic Drinks (Hungary)

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Date: June 2016

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: TEC51EA39F3EN

Abstracts

Törley Pezsgopincészeti is seeking to improve the image and distribution of its Törley brand in sparkling wine, both domestically and internationally. The company aims to strengthen its leading position and further increase its volume share in both sparkling and still light grape wine. It is expected to expand and upgrade its manufacturing facilities to increase production and continue its campaign to popularise sparkling wine consumption throughout the year and widen its consumer base. The comp...

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