

Vincon Vrancea SA in Alcoholic Drinks (Romania)

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Abstracts

Vincon Vrancea is the leading wine producer in Romania in volume terms. Its success came from intensive branding activity and heavy expenditure in promotions. The main objective of the company remains to add further value to the business and premiumisation of its brands to also become the leading producer in value terms. At the moment, this poses a big challenge in an economic climate where consumers are migrating from premium brands to standard and economy; however, the company remains...

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