

Vinexport SA in Alcoholic Drinks (Romania)

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Date: November 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: V519AFE9CB4EN

Abstracts

Vinexpert is the largest importer and distributor of premium alcoholic drinks in Romania. Taking into account the vast fragmentation in specialist retailing and the fact that Vinexpert already operates a small distribution chain, it can be considered the biggest specialist retailer of wine. In 2012, the company's portfolio was expanded to cover other categories such as spirits and cigars. It also operates the first wine bar in Romania and intends to expand its activities by opening both...

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