

Vinhos Salton SA Indústria e Comércio in Alcoholic Drinks (Brazil)

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Abstracts

The new strategic direction aims to double the company's net sales over the forecast period. To achieve this result, Vinhos Salton has presented new brand positioning, "Um Mundo a Explorar" (A World to Explore), whereby the company identifies its products as a catalyst for good moments and experiences.

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