

Vinoprodukt-Coka doo in Alcoholic Drinks (Serbia)

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Abstracts

Vinoprodukt-Coka has a long tradition of producing wine, dating back to the late 19th century. Financial difficulties during the 1990s caused by economic sanctions and civil war in the former Yugoslavia brought the company close to collapse. After privatisation in 2000, the company started to invest in increasing capacity, improving its vineyards and introducing new technology to improve the quality of its wines. Its main goal is to modernise production and position itself as one of the leading...

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