

Vinprom Peshtera AD in Alcoholic Drinks (Bulgaria)

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Abstracts

Vinprom Peshtera is determined to increase its share of alcoholic drinks and challenge the position of SIS Industries. The greatest improvements will come from wine, as the company was already the clear leader of spirits in 2014. Developing a strong wine portfolio is a strategic direction for Vinprom Peshtera, as the stagnating category of spirits does not offer room for growth. This is the reason behind the increasing international orientation that the company is pursuing and which it will...

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