

# Wein & Co HandelsgesmbH in Alcoholic Drinks (Austria)

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## Abstracts

Wein & Co has been positioned as a premium lifestyle brand that offers high levels of indulgence to the wine connoisseur. Its strategy is to offer high quality and a wide range. The company is expanding through outlets in shopping centres and high streets as well as through shop-in-shop concepts in supermarkets in Austria.

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