

Yantai Changyu Pioneer Wine Co Ltd in Alcoholic Drinks (China)

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Abstracts

After the strategic adjustment in corporate structure in 2012, Yantai Changyu Pioneer Wine will rely on the three newly-established sales companies for revenue growth in the forecast period, with these three companies respectively focusing on the sales of their own grape wine, brandy, and imported grape wine. For its own grape wine business, Yantai Changyu Pioneer Wine will strengthen the control of the upstream grape wine industry by setting up 20 high-end wineries in the world over the...

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