

STRATEGY

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February 1, 2018

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FOOD AND BEVERAGE
High-end vodka sales growing, potentially challenging luxury mainstays scotch, whisky
By DANNY PARIS
While overall vodka sales are down around the world, even in the traditionally vodka-loving region of Eastern Europe, the most expensive superpremium segment of vodka was actually the segment that experienced a remarkable 15 percent growth.

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By STAFF REPORTS

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