Abadía Retuerta is an interactive case study about a newly created winery, which is part of the Novartis Group. The winery attempts to link traditional wine making philosophy with new technologies.

The purpose of the program is the following:

• To give an overview of the national and international wine market
• To show Abadía Retuerta’s differentiation strategy
• To show the challenges of the sector
In the first two chapters the interactive case study analyzes the international and national wine market with the help of dynamic information.
Using videos and diverse data samples, the main section of the case shows the differentiation strategy of the Spanish winemaker, which helped position the company at the forefront of international wine production.